



NORTH AMERICAN BLUEBERRY COUNCIL

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To: NABC Members
From: Rick Ruckman
Date: August 19, 2016
Re: **2015 NABC Blueberry Statistical Record**

The NABC Blueberry Statistical Record for 2015 is enclosed providing the most recent blueberry production and utilization data as well as an overview of historic statistical figures illustrating how the North American blueberry industry has progressed over the years. Some of the highlights from the data contained in the 2015 statistical report follow:

- North American blueberry production totaled 1,064,844,000 pounds in 2015, up .18% (1,964,000 pounds) from the crop of 1,062,880,000 pounds produced in 2014 (see page #3). Highbush blueberries represented 70.5% of total production in 2015 (750,200,000 pounds) and lowbush blueberries accounted for 29.5% of the total (314,644,000 pounds).
- Figures for 2015 show that 38% of the total North American blueberry crop was sold as fresh blueberries (404,144,000 pounds) and the remaining 62% sold as process berries (660,700,000 pounds). Highbush blueberries accounted for 98.97% of fresh blueberry movement in 2015 (400,000,000 pounds) and 53% of total process blueberries (350,200,000 pounds). British Columbia (66,000,000 pounds) was the top fresh highbush blueberry supplier in 2015 followed by Georgia (47,000,000), California and Michigan (both at 42,000,000 pounds), New Jersey (39,000,000 pounds), Oregon (37,800,000 pounds), and North Carolina (36,900,000 pounds). British Columbia was the leading supplier of process highbush blueberries in 2015 at 104,000,000 pounds followed by Washington at 80,000,000 pounds, Oregon at 57,900,000 pounds, Georgia at 38,000,000 pounds and Michigan at 31,000,000 pounds (see page #1). The total North American blueberry crop in 2015 came in at 1,064,844,000 pounds, considerably above the most recent five-year average (2010 to 2014) of 845,324,000 pounds (see page #6).
- Fresh market sales of blueberries in 2015 had an estimated farm gate value of \$649,704,720 which is 15.52% less than the level attained in 2014 (\$750,600,000). Blueberries for processing had an estimated farm gate value of \$495,211,000 in 2015, up 11% from the value of \$446,143,000 attained in 2014 (see pages #9 and #11). The 2015 crop of 1,064,844,000 pounds had an estimated total farm gate value of \$1,144,915,720 which is \$51,835,280 less than the total estimated farm gate value of the 2014 crop which totaled \$1,196,751,000 (see page #17).
- Offshore exports of North American blueberries in 2015 totaled 124,396,247 pounds, which is up 13,314,529 pounds from the total exported offshore in 2014 (111,081,718 pounds) (see page # 28). Offshore exports account for an average of 13% of annual production over the past ten seasons (see page #28). The top five offshore export markets for North American fresh blueberries (U.S. and Canada combined) in 2015 were

Hong Kong (2,113,466 pounds), Japan (1,931,004 pounds), Singapore (1,359,640), South Korea (1,274,321 pounds), and Taiwan (789,191 pounds). The top five offshore export markets for North American frozen blueberries (U.S. and Canada combined) in 2013 were Japan (23,118,805 pounds), Germany (20,368,271 pounds), South Korea (12,195,327 pounds), China (7,448,409 pounds) and Switzerland (7,125,787 pounds) (see pages #18 and #19).

- North American consumption totaled an estimated 1,065,879,000 pounds in 2015, down 42,905,000 pounds from the 1,108,784,000 pound total of the previous season (see Page #30). The industry increased June 30th carry out frozen inventory from 175,600,000 pounds as of June 30, 2015 to 211,200,000 pounds on June 30, 2016, representing an increase in inventory of 35,600,000 pounds (see page #29).
- North American domestic per capita consumption totaled an estimated 47.8 ounces per person in 2015, down 2.4 ounces over the total of 50.2 ounces in 2014. Estimated fresh consumption of 26.7 ounces per person in 2015 represents 56% of total consumption. Process consumption estimated at 21.1 ounces per person in 2015 represents the remaining 44% of total consumption, (see page #32).

If you have any questions concerning this report, or wish to obtain additional copies, please notify the NABC office at (916) 983-2279.

BLUEBERRIES 2015

BLUEBERRY STATISTICAL RECORD
2015

BLUEBERRY PRODUCTION AND UTILIZATION
FOR THE 2015 CROP YEAR



PREPARED BY

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August 2016

BLUEBERRY STATISTICAL RECORD

2015

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2015
NORTH AMERICAN BLUEBERRY PRODUCTION
(Millions of Pounds)

<u>Highbush</u>	Fresh	Process	Total
Western Region			
British Columbia	66.0	104.0	170.0
California	42.0	20.0	62.0
Oregon	37.8	57.9	95.7
Washington	23.0	80.0	103.0
Mexico#	27.0	0.0	27.0
Sub-Total	195.8	261.9	457.7
Midwest Region			
Illinois*	1.4	0.0	1.4
Indiana	1.2	0.3	1.5
Michigan	42.0	31.0	73.0
Others 1/	0.4	0.0	0.4
Sub-Total	45.0	31.3	76.3
Northeast Region			
New Jersey	39.0	6.0	45.0
New York^	1.7	0.0	1.7
Ontario~	2.0	0.0	2.0
Others 2/	0.4	0.0	0.4
Sub-Total	43.1	6.0	49.1
Southern Region			
Alabama^	0.5	0.0	0.5
Arkansas^	0.5	0.0	0.5
Florida	25.3	0.0	25.3
Georgia	47.0	38.0	85.0
Louisiana	1.0	0.0	1.0
Mississippi	3.0	1.0	4.0
North Carolina	36.9	12.0	48.9
Texas	1.0	0.0	1.0
Others 3/	0.9	0.0	0.9
Sub-Total	116.1	51.0	167.1
HIGHBUSH TOTAL:	400.0	350.2	750.2
Lowbush:			
	Fresh	Process	Total
Maine^	0.0	100.0	100.0
New Brunswick~	0.0	78.0	78.0
Newfoundland	0.0	0.0	0.0
Nova Scotia~	1.7	65.1	66.8
Prince Edward Island~	0.0	17.5	17.5
Quebec~	2.4	49.8	52.3
Lowbush Total:	4.1	310.5	314.6
GRAND TOTAL:	404.2	660.7	1,064.8

Others:

1/ Kentucky, Minnesota, Missouri, Ohio, Wisconsin

2/ Connecticut, Maine, Maryland, Massachusetts, New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia

3/ Oklahoma, South Carolina, Tennessee

SOURCE:

HIGHBUSH - US, BC and Ontario (except Alabama/Arkansas/New York) = NABC Area Reps 3/2/16

Alabama/Arkansas/New York = "Non Citrus Fruits and Nuts 2015 Summary" July 2016, USDA/NASS

LOWBUSH - Maine = "Non Citrus Fruits and Nuts 2015 Summary" - July 2016, USDA/NASS

Canadian Lowbush = NABC Estimates (New Brunswick, Newfoundland, PEI) 3/21/16

Stats Canada (Quebec, Nova Scotia)

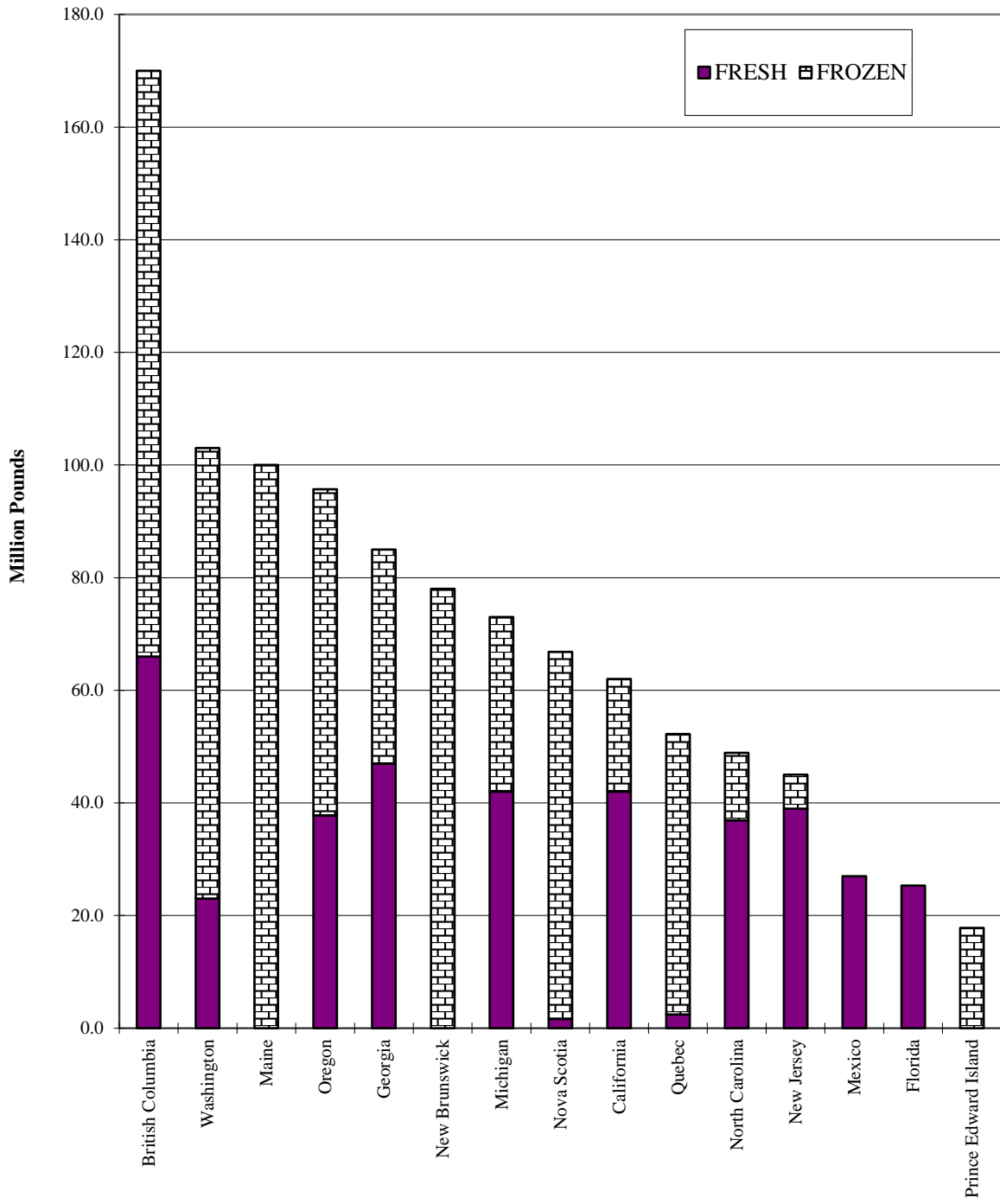
data from World Blueberry Statistics & Global Market Analysis 2015

^ data from USDA "Non Citrus Fruits & Nuts 2015 Summary - July 2016

* data from USHBC Collections

~data from Stats Canada

**2015
TOP 15 NORTH AMERICAN BLUEBERRY PRODUCTION REGIONS**



**NORTH AMERICAN ANNUAL BLUEBERRY PRODUCTION
2011-2015
(000 Pounds)**

HIGHBUSH REGION:		2011	2012	2013	2014 ^	2015
WESTERN REGION	BRITISH COLUMBIA	95,000	115,958	110,842	144,336	170,000
	CALIFORNIA	42,100	40,900	51,400	55,200	62,000
	OREGON	65,500	72,000	89,500	88,400	95,700
	WASHINGTON	61,000	70,000	81,600	95,800	103,000
	MEXICO	8,750	12,500	17,900	23,300	27,000
	<u>SUB TOTAL</u>	<u>272,350</u>	<u>311,358</u>	<u>351,242</u>	<u>407,036</u>	<u>457,700</u>
MIDWEST REGION	ILLINOIS	1,500	1,200	1,900	1,900	1,400
	INDIANA	1,600	1,500	3,200	2,000	1,500
	MICHIGAN	72,000	87,000	114,000	99,000	73,000
	*OTHERS 1/	400	300	300	400	400
	<u>SUB TOTAL</u>	<u>75,500</u>	<u>90,000</u>	<u>119,400</u>	<u>103,300</u>	<u>76,300</u>
NORTHEAST REGION	NEW JERSEY	62,000	51,500	47,940	55,000	45,000
	NEW YORK	1,800	1,700	1,000	1,500	1,700
	ONTARIO	1,914	1,900	2,000	2,152	2,000
	*OTHERS 2/	400	400	400	400	400
	<u>SUB TOTAL</u>	<u>66,114</u>	<u>55,500</u>	<u>51,340</u>	<u>59,052</u>	<u>49,100</u>
SOUTHERN REGION	ALABAMA	500	700	600	520	500
	ARKANSAS	400	400	400	490	500
	FLORIDA	21,400	17,100	19,500	19,000	25,300
	GEORGIA	62,000	70,000	65,550	92,000	85,000
	LOUISIANA	1,000	1,000	1,000	1,000	1,000
	MISSISSIPPI	10,500	9,000	6,300	7,300	4,000
	NORTH CAROLINA	36,200	40,000	40,000	48,800	48,900
	TEXAS	1,500	1,500	1,500	1,000	1,000
	*OTHERS 3/	300	600	600	900	900
	<u>SUB TOTAL</u>	<u>133,800</u>	<u>140,300</u>	<u>135,450</u>	<u>171,010</u>	<u>167,100</u>
	HIGHBUSH TOTAL	<u>547,764</u>	<u>597,158</u>	<u>657,432</u>	<u>740,398</u>	<u>750,200</u>
LOWBUSH	MAINE	79,900	91,100	87,130	103,800	100,000
	NEWFOUNDLAND	214	1,000	-	1,000	
	NEW BRUNSWICK	27,582	45,000	42,610	58,900	78,000
	NOVA SCOTIA	29,424	40,000	41,400	63,474	66,800
	PRINCE EDWARD ISLAND	13,338	11,400	13,300	22,090	17,544
	QUEBEC	62,058	55,600	32,200	73,218	52,300
	<u>LOWBUSH TOTAL</u>	<u>212,516</u>	<u>244,100</u>	<u>216,640</u>	<u>322,482</u>	<u>314,644</u>
	<u>GRAND TOTAL</u>	<u>760,280</u>	<u>841,258</u>	<u>874,072</u>	<u>1,062,880</u>	<u>1,064,844</u>

Highbush blueberry production in 2015 is +1.32% greater than the total for 2014.

Lowbush blueberry production in 2015 is -2.43% lower than the total for 2014.

Total blueberry production in 2015 is 0.18% greater than the total for the previous year.

The 5 year average of total production from 2011 to 2015 is 920,666,800 pounds.

*Includes: 1/=Kentucky, Minnesota, Missouri, Ohio, Wisconsin 2/=Connecticut, Delaware, Massachusetts, Maine, Maryland, New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia 3/=Oklahoma, South Carolina, Tennessee.

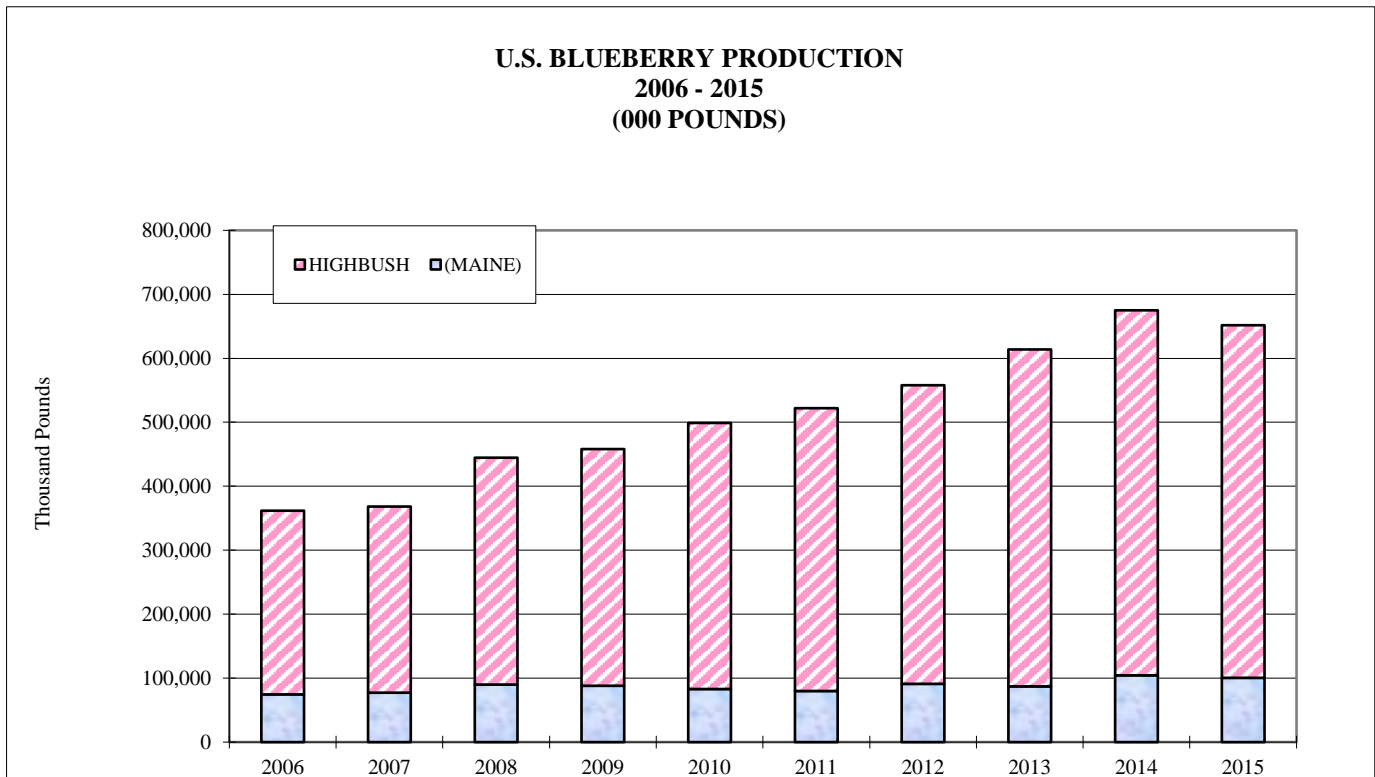
Source: 2015 see page #1
2011 to 2015 Highbush = USDA/NASS; Statistics Canada; NABC for Illinois, Louisiana, Texas and Others
2011 to 2015 Lowbush Canadian=Statistics Canada
2011 to 2015 Lowbush Maine = USDA/NASS
2011 to 2015 data from World Blueberry Statistics & Global Market Analysis 2015 (For Mexico Only)

^ Numbers revised per USDA/NASS and Stats Canada

**UNITED STATES BLUEBERRY PRODUCTION
2006 -2015
(000 Pounds)**

<u>YEAR</u>	<u>MICHIGAN/ INDIANA</u>	<u>NEW JERSEY</u>	<u>MAINE</u>	<u>NORTH CAROLINA</u>	<u>WASHINGTON/ OREGON/ CALIFORNIA</u>	<u>SOUTHERN STATES & OTHERS</u> *	<u>TOTAL</u>
2006	93,400	52,000	74,600	26,600	64,600	50,550	361,750
2007	94,400	54,000	77,250	16,200	91,100	35,280	368,230
2008	113,800	59,000	89,950	28,500	89,100	64,260	444,610
2009	102,700	53,000	88,100	32,700	111,200	70,400	458,100
2010	112,600	49,000	83,000	39,050	124,600	90,680	498,930
2011	73,600	62,000	79,900	36,200	168,600	101,700	522,000
2012	88,500	51,500	91,100	40,000	182,900	103,900	557,900
2013	117,200	47,940	87,130	40,000	222,500	99,050	613,820
^ 2014	101,000	55,000	104,400	48,800	239,400	126,410	675,010
2015	74,500	45,000	100,500	48,900	260,700	122,100	651,700
TEN YEAR AVERAGE 2006-2015							
	97,170	52,844	87,593	35,695	155,470	86,433	515,205
MOST RECENT THREE YEAR AVERAGE 2013-2015							
	95,300	49,860	95,783	44,425	226,375	112,865	646,843

* Also includes: Georgia, Arkansas, Florida, Alabama, Mississippi, Louisiana, New York, Connecticut, Delaware, Illinois, Kentucky, Massachusetts, Maryland, Minnesota, Missouri, New Hampshire, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Wisconsin, West Virginia



^ Numbers revised per USDA/NASS
Source: see page #3.

CANADIAN BLUEBERRY PRODUCTION

2006 - 2015
(000 Pounds)

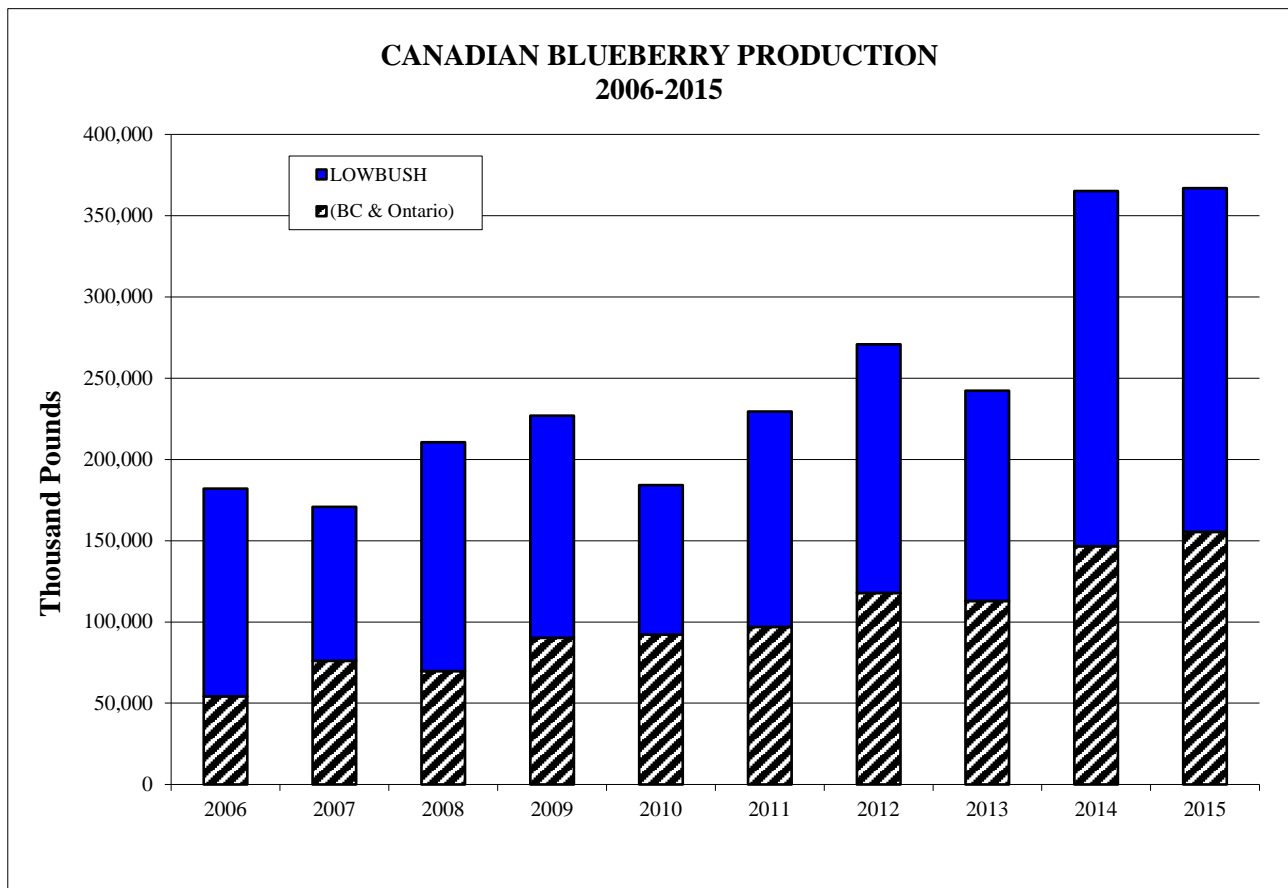
<u>YEAR</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>NOVA SCOTIA</u>	<u>NEW BRUNS.</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>B.C.</u>	<u>TOTAL</u>
2006	270	8,400	31,196	20,210	67,546	2,320	52,000	181,942
2007	500	8,300	27,000	26,010	32,860	2,290	73,780	170,740
2008	400	9,600	41,500	33,410	55,828	1,840	68,000	210,578
2009	500	10,428	33,006	23,474	69,192	1,976	88,350	226,926
2010	224	12,428	32,790	32,580	13,898	2,280	90,000	184,200
2011	214	13,338	29,424	27,582	62,058	1,914	95,000	229,530
2012	1,000	11,400	40,000	45,000	55,600	1,900	115,900	270,800
2013	-	13,300	41,400	42,610	32,200	2,000	110,842	242,352
* 2014	1,000	22,090	63,474	58,890	73,218	2,200	144,336	365,208
2015	1,300	17,544	66,810	73,620	52,254	1,888	153,468	366,884

TEN YEAR AVERAGE 2006-2015

541	12,683	40,660	38,339	51,465	2,061	99,168	244,916
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MOST RECENT THREE YEAR AVERAGE 2013-2015

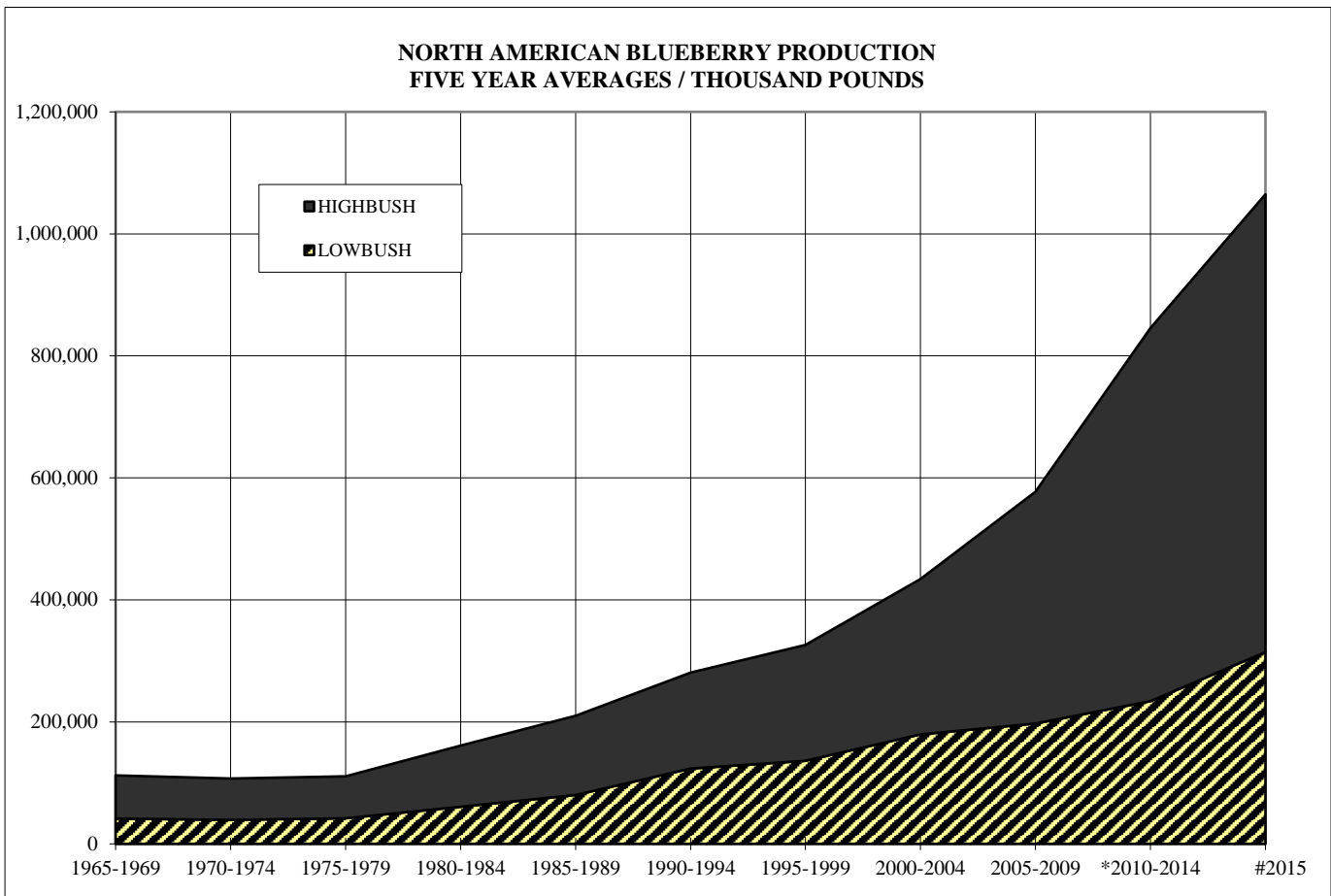
767	17,645	57,228	58,373	52,557	2,029	136,215	324,815
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* Numbers revised per Stats Canada

**NORTH AMERICAN BLUEBERRY PRODUCTION
5 YEAR AVERAGES (1965-2015)
(000 Pounds)**

<u>YEARS</u>	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>
1965-1969	41,299	71,169	112,468
1970-1974	39,309	68,091	107,400
1975-1979	41,815	68,981	110,796
1980-1984	60,816	100,059	160,875
1985-1989	80,037	130,083	210,120
1990-1994	123,606	157,003	280,609
1995-1999	136,149	190,090	326,239
2000-2004	179,291	254,739	434,030
2005-2009	197,288	379,677	576,965
*2010-2014	234,132	611,192	845,324
#2015	314,644	750,200	1,064,844



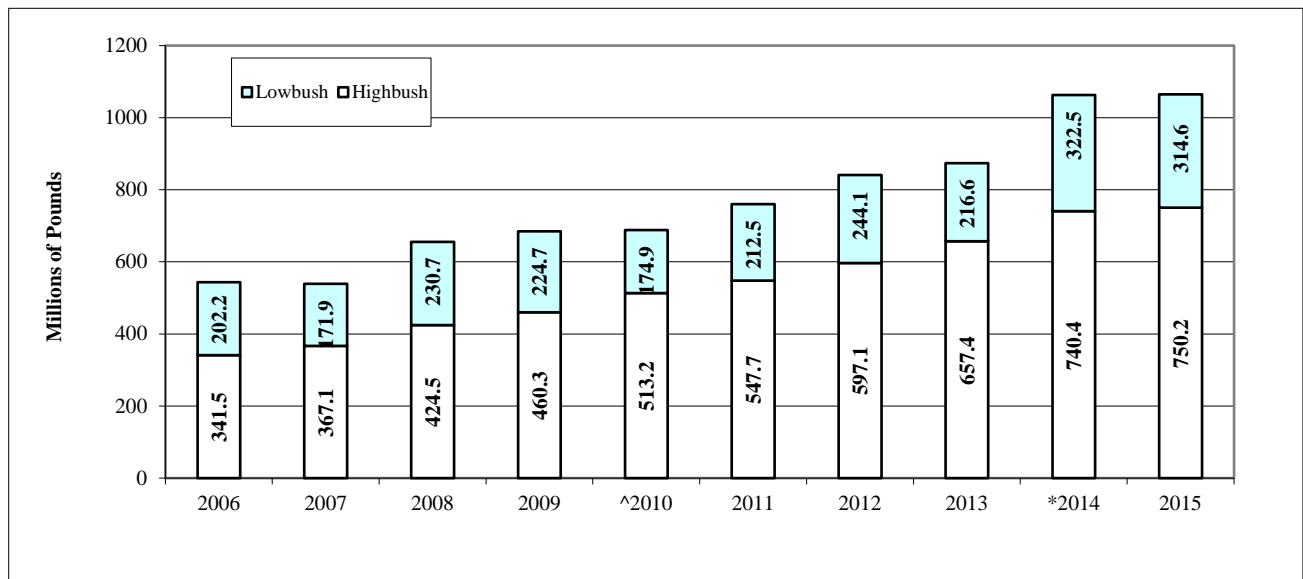
From 1965 to 2014 Average Total Production has increased more than seven fold. The five year production average for 2010 to 2014 is +47% above the previous five year average (2005 to 2009)

*Revised 2014 data and as of 2010 includes data from Mexico

#Current year only

**NORTH AMERICAN BLUEBERRY PRODUCTION
2006-2015
(Millions of Pounds)**

	<u>Highbush</u>	<u>Lowbush</u>	<u>Total</u>
2006	341.5	202.2	543.7
2007	367.1	171.9	539.0
2008	424.5	230.7	655.2
2009	460.3	224.7	685.0
^2010	513.2	174.9	688.1
2011	547.7	212.5	760.2
2012	597.1	244.1	841.2
2013	657.4	216.6	874.0
*2014	740.4	322.5	1,062.9
2015	750.2	314.6	1,064.8



Production Percentages Over Last 5 Years

2011 Highbush total production 547,700,000 pounds = 72.1%

Lowbush total production 212,517,000 pounds = 27.9%

2012 Highbush total production 597,100,000 pounds = 72.0%

Lowbush total production 244,100,000 pounds = 28.0%

2013 Highbush total production 657,432,000 pounds = 75.2%

Lowbush total production 216,640,000 pounds = 24.8%

*2014 Highbush total production 740,398,000 pounds = 69.7%

Lowbush total production 322,482,000 pounds = 30.3%

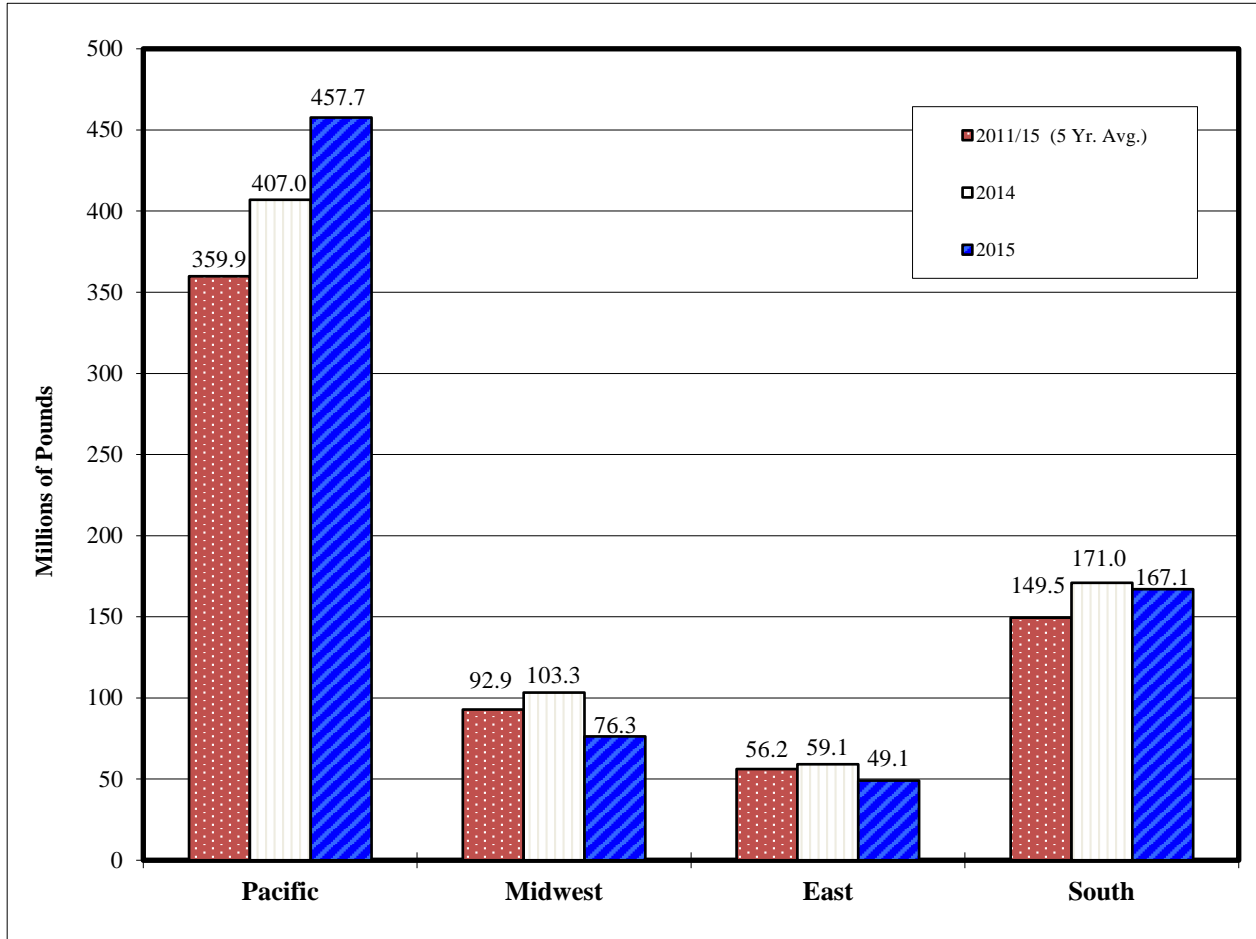
2015 Highbush total production 750,200,000 pounds = 70.5%

Lowbush total production 314,644,000 pounds = 29.5%

^ Started including Mexico data from World Blueberry Statistics & Global Market Analysis

* Numbers revised per USDA/NASS and Stats Canada - July 2016

Highbush Blueberry Production by Region (Millions of Pounds)



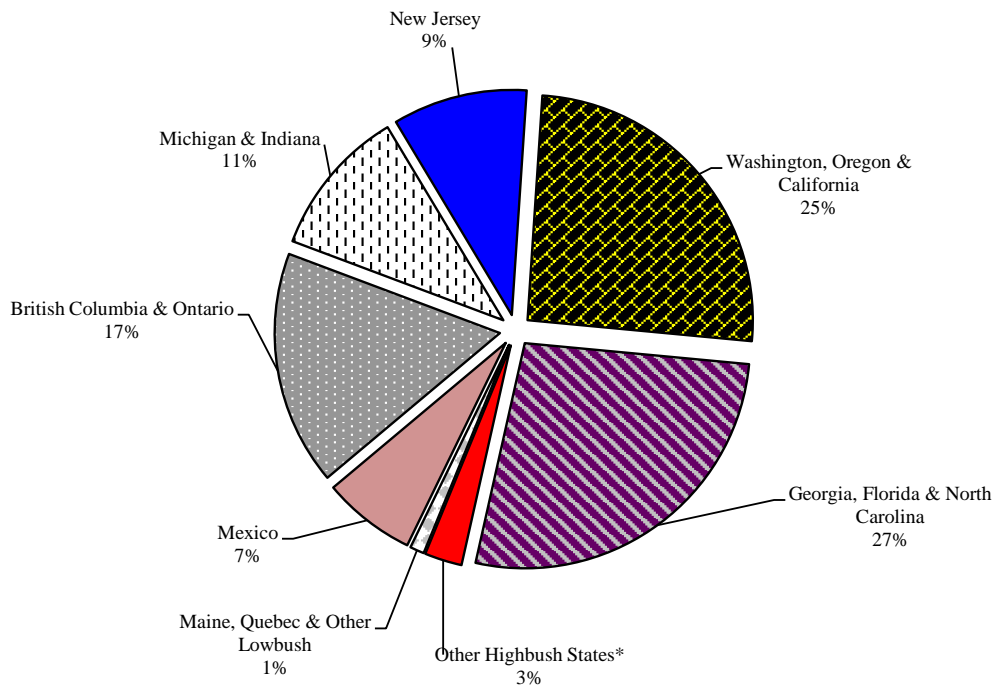
Pacific = Oregon, Washington, British Columbia, California, Mexico

Midwest = Illinois, Indiana, Michigan, Kentucky Minnesota, Missouri, Ohio, Wisconsin

East = New Jersey, New York, Ontario, Connecticut, Maine, Maryland, Massachusetts, Delaware
New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia

South = North Carolina, Georgia, Florida, Arkansas, Alabama, Mississippi, Louisiana,
Texas, Oklahoma, South Carolina, Tennessee

**2015
NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES**



TOTAL BLUEBERRIES MARKETED FRESH IN 2015

404,144,000 Pounds

FRESH MARKET BLUEBERRY SALES TOTALED AN ESTIMATED FARM GATE VALUE OF:

\$649,704,720

Fresh market consumption equals 38% of North American total production.

Fresh market income equals 56.7% of North American total income.

Highbush fresh market sales equal 53.6% of highbush production.

2015 total fresh pounds decreased by 4.4% compared to 2014 (404.1 million pounds versus 421.8 million pounds).

2015 fresh sales dollars decreased by 15.5% compared to 2014 level (\$649.7 million versus \$750.6 million).

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary", July 2016;

Stats Canada "Fruit & Vegetable Production" Table 001-0009 May 2016

*Other Highbush States = Alabama, Arkansas, Connecticut, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Maine, Minnesota, Mississippi, Missouri, New York, New Hampshire, Oklahoma, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, West Virginia, Wisconsin

Note: 2014 data revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - July 2016 and Stats Canada - May 2016

**NORTH AMERICAN FRESH BLUEBERRY PRODUCTION
2006-2015
(000 Pounds)**

<u>YEAR</u>	<u>NEW JERSEY</u>	<u>MICHIGAN/ INDIANA</u>	<u>NORTH CAROLINA</u>	<u>GEORGIA/ FLORIDA</u>	<u>WASHINGTON/ OREGON/ CALIFORNIA</u>	<u>SOUTHERN STATES & OTHERS**</u>	<u>CANADA</u>	<u>TOTAL</u>
2006	40,000	30,900	18,600	23,000	28,400	2,900	26,100	169,900
2007	41,000	30,800	11,000	16,800	42,500	4,291	27,009	173,400
2008	46,000	42,200	20,000	33,800	45,600	5,960	38,300	231,860
2009	45,000	51,700	25,500	36,500	58,700	7,650	57,877	282,927
2010	42,000	51,000	27,350	52,400	67,500	6,180	53,211	299,641
2011	47,000	35,300	28,600	60,400	109,300	6,700	43,795	331,095
2012	43,000	34,000	30,000	54,100	113,400	11,800	53,700	340,000
2013	43,500	50,200	32,000	54,500	106,600	11,800	57,000	355,600
2014 *	49,750	48,600	37,600	71,000	107,700	36,200	67,000	417,850
2015	39,000	43,200	36,900	72,300	102,800	37,840	73,400	405,440

TEN YEAR AVERAGE 2006-2015

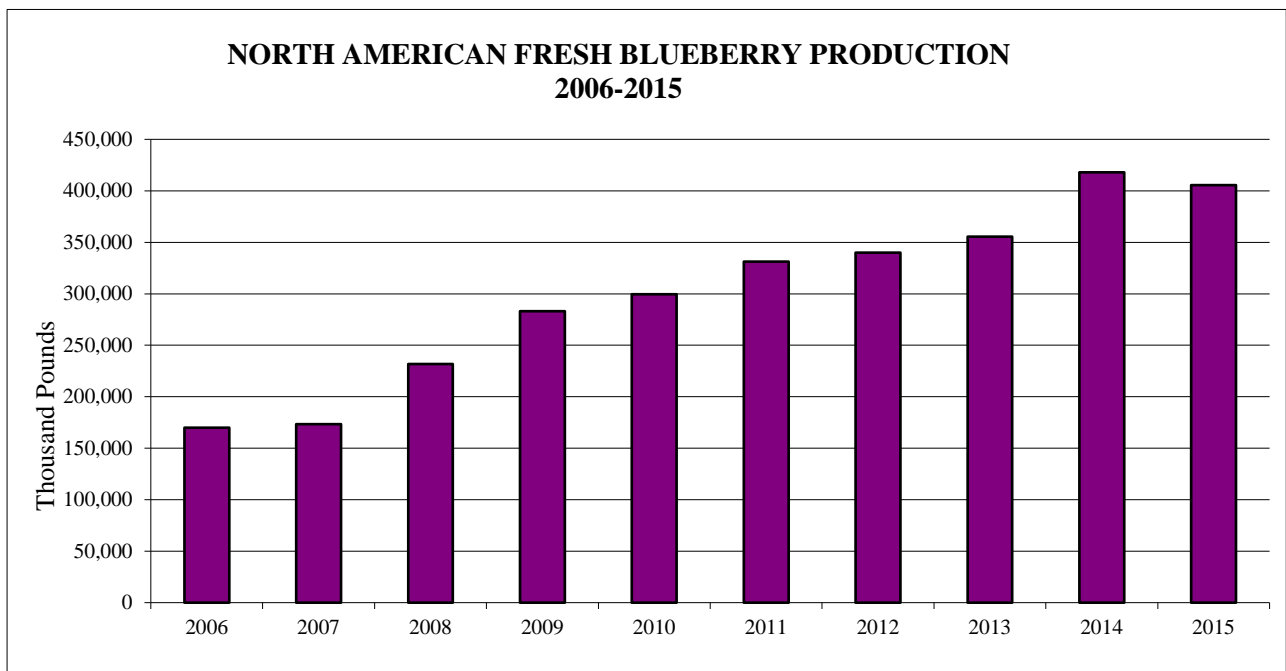
43,625	41,790	26,755	47,480	78,250	13,132	49,739	300,771
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MOST RECENT THREE YEAR AVERAGE 2013-2015

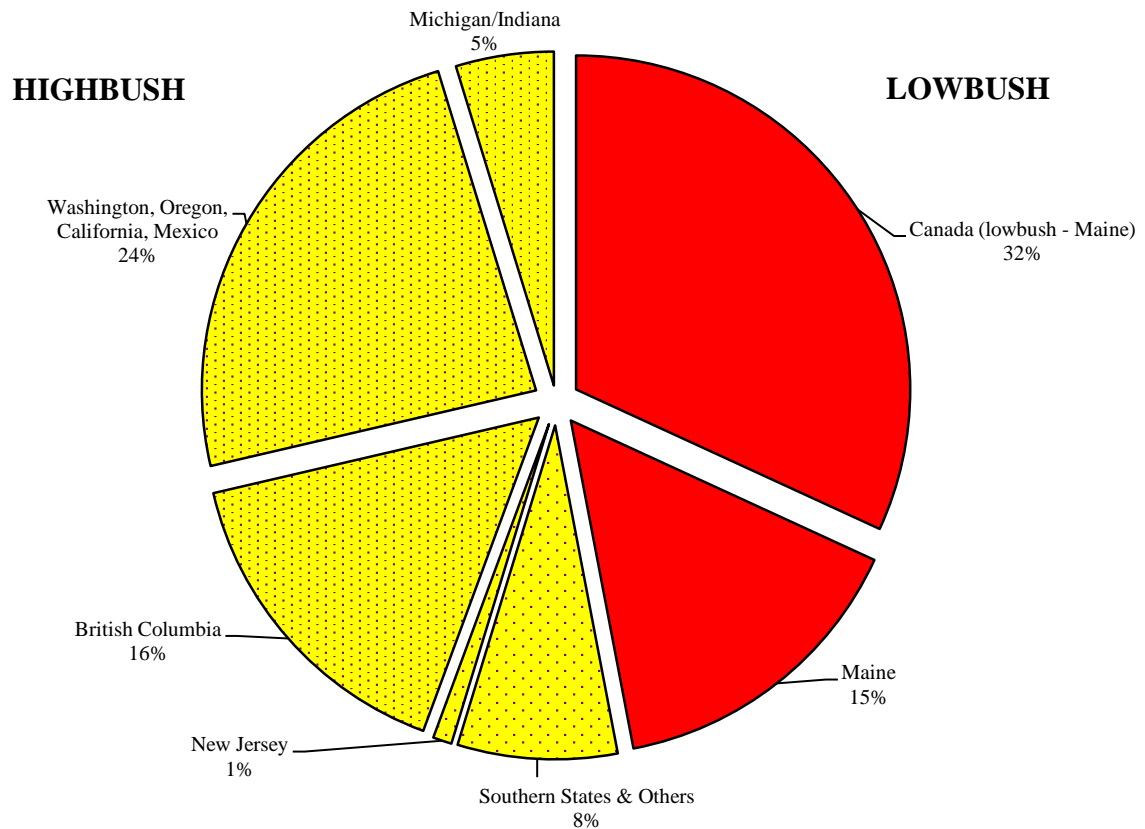
44,083	47,333	35,500	65,933	105,700	28,613	65,800	392,963
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* Revisions made due to changes in USDA "Non-Citrus Fruits and Nuts 2015 Summary" July 2016 and Stats Canada - May 2016

** Also includes: Maine, New York, Arkansas, Alabama, Mississippi, Connecticut, Delaware, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Minnesota, Missouri, New Hampshire, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Wisconsin, West Virginia (Mexico since 2014)



2015
NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES



TOTAL PROCESSED BLUEBERRIES PRODUCED IN 2015:
660,700,000 POUNDS

BLUEBERRIES FOR PROCESSING HAD AN ESTIMATED FARM GATE VALUE OF:
\$495,211,000

Maine, Lowbush Canadian and Michigan blueberries combined represent 51.7% of process tonnage
(341,490,000 Pounds)

2015 total North American process tonnage increased by 3% compared to 2014 total
(660.7 million pounds versus 641.3 million pounds).

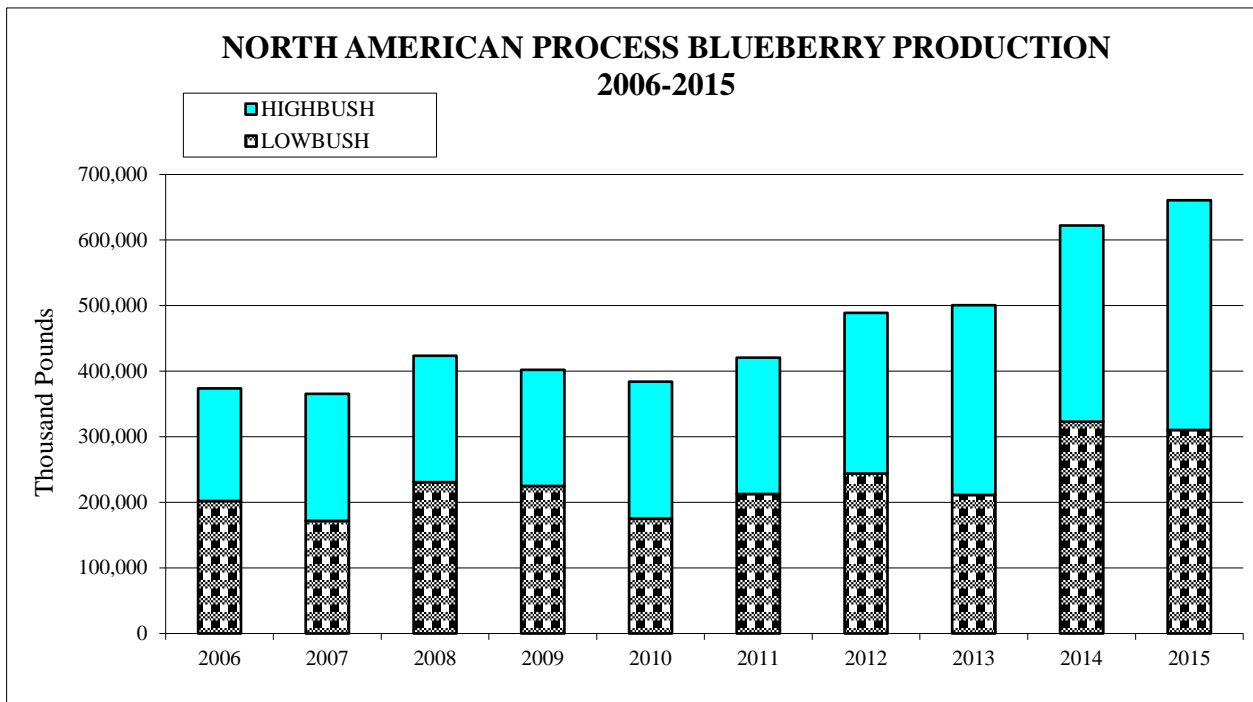
2015 total farm level income from North American process tonnage increased by 11.0% compared to 2014
(\$495.2 million versus \$446.1 million).

In 2015, process utilization was 62.0% of total production and 43.3% of income.

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary" USDA/NASS Tables, January 2016,
Note: 2014 data revised per USDA/NASS July 2016 report and
Stats Canada "Fruit & Vegetable Production", Table 001-0009 May 2016

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION
LOWBUSH VS. Highbush
2006-2015
(000 Pounds)**

<u>YEAR</u>	<u>LOWBUSH</u>	<u>%</u>	<u>HIGHBUSH</u>	<u>%</u>	<u>TOTAL</u>
2006	202,222	54.1%	171,570	45.9%	373,792
2007	171,920	47.0%	193,650	53.0%	365,570
2008	230,688	54.5%	192,640	45.5%	423,328
2009	224,700	55.9%	177,399	44.1%	402,099
2010	174,920	45.6%	208,959	54.4%	383,879
2011	212,516	50.5%	207,919	49.5%	420,435
2012	244,100	49.9%	244,600	50.1%	488,700
2013	211,100	42.2%	289,400	57.8%	500,500
* 2014	323,072	51.9%	299,296	48.1%	622,368
2015	310,500	47.0%	350,200	53.0%	660,700
TEN YEAR AVERAGE 2006-2015	230,574	49.9%	233,563	50.1%	464,137
MOST RECENT THREE YEAR AVERAGE 2013-2015	281,557	47.0%	312,965	53.0%	594,523



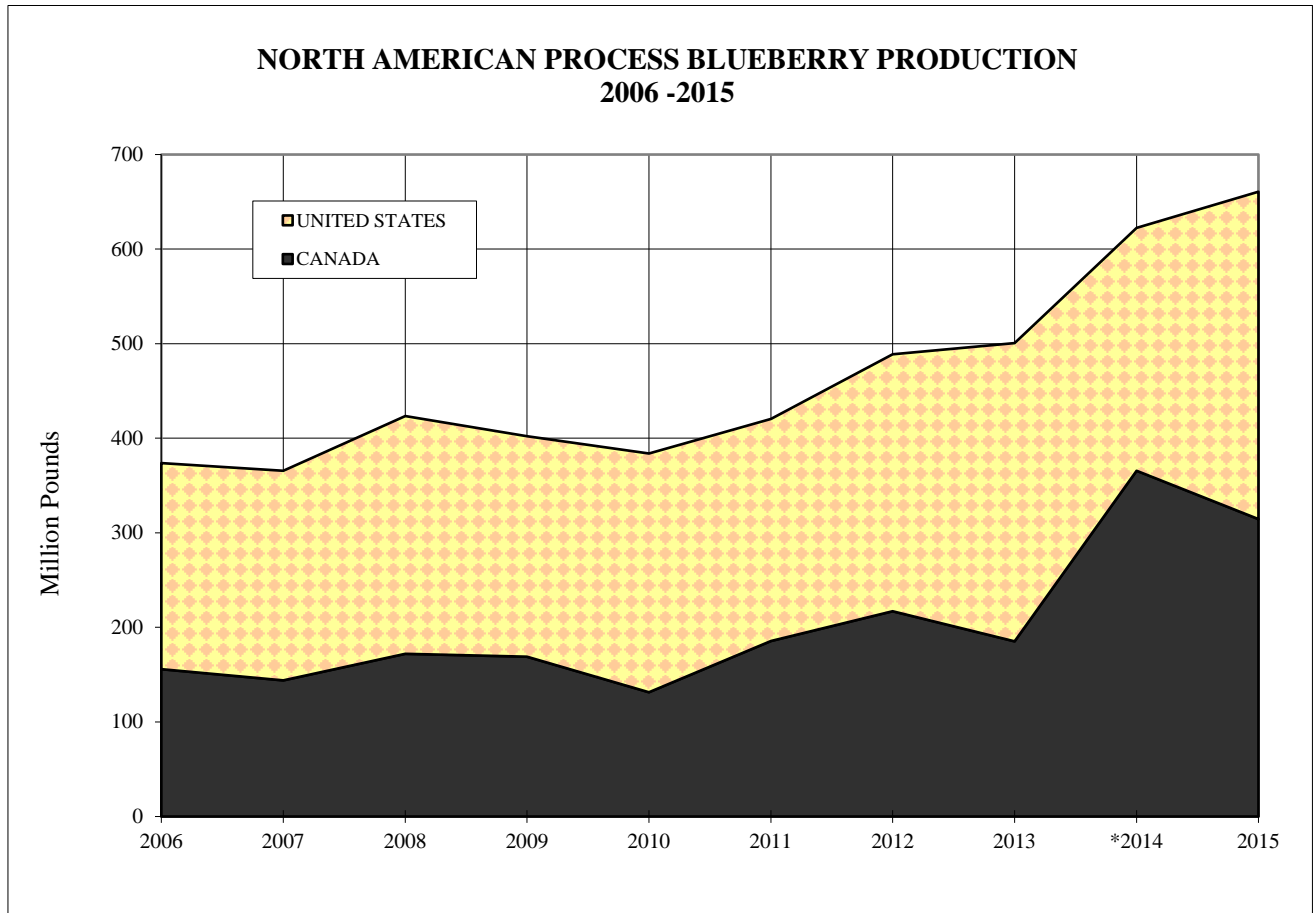
*Numbers revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - July 2016 and Stats Canada - May 2016

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION
CANADA VS. UNITED STATES
2006-2015
(000,000 Pounds)**

<u>YEAR</u>	<u>CANADA</u>	<u>UNITED STATES</u>	<u>TOTAL</u>
2006	155.8	218.0	373.8
2007	143.8	221.8	365.6
2008	172.2	251.1	423.3
2009	169.0	233.1	402.1
2010	131.4	252.5	383.9
2011	185.7	234.7	420.4
2012	217.1	271.6	488.7
2013	185.3	315.2	500.5
*2014	365.8	256.6	622.4
2015	314.5	346.2	660.7

10 YEAR AVERAGE 2006-2015 **204.1** **260.1** **464.1**

3 YEAR AVERAGE 2013-2015 **288.5** **306.0** **594.5**



* 2014 data revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - July 2016 and Stats Canda - May 2016

**UNITED STATES PROCESS BLUEBERRY PRODUCTION
2006-2015
(000 Pounds)**

YEAR	MAINE	MICHIGAN/ INDIANA	NEW JERSEY	WASH./ OREGON	SOUTHERN STATES & OTHERS*	U.S. PROCESS TOTAL	FROZEN IMPORTS	TOTAL INCLUDING IMPORTS
2006	74,200	62,500	12,000	36,200	33,050	217,950	74,080	292,030
2007	76,800	63,600	13,000	46,600	21,839	221,839	80,412	302,251
2008	89,400	71,600	13,000	43,500	33,550	251,050	93,226	344,276
2009	87,500	51,000	8,000	52,500	34,050	233,050	85,181	318,231
2010	82,500	61,600	7,000	57,100	44,300	252,500	92,921	345,421
2011	82,500	38,400	15,000	59,100	39,700	234,700	111,963	346,663
2012	90,600	54,500	8,500	69,500	48,500	271,600	114,971	386,571
2013	86,600	67,000	4,400	105,500	51,700	315,200	129,378	444,578
2014	104,400	51,000	5,860	116,300	54,230	331,790	132,668	464,458
2015	100,000	31,300	6,000	137,900	71,000	346,200 **	152,963	499,163

TEN YEAR AVERAGE 2006-2015

87,450	55,250	9,276	72,420	43,192	267,588	106,776	374,364
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MOST RECENT THREE YEAR AVERAGE 2013-2015

97,000	49,767	5,420	119,900	58,977	331,063	138,336	469,400
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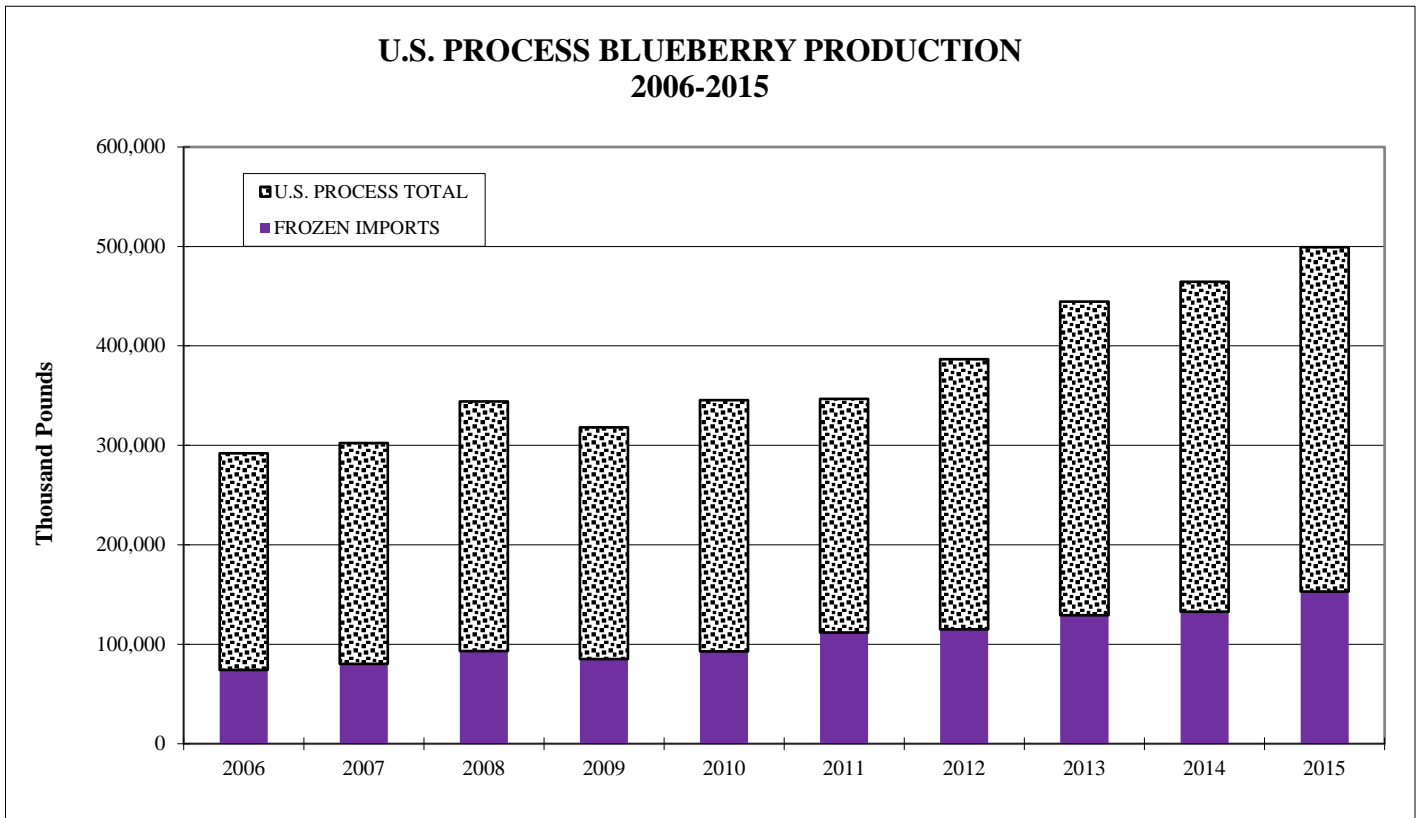
Source: 2015 Production - See Page 1. 2006 to 2014 = USDA/NASS - Non Citrus Fruits & Nuts Summary - July 2016
Imports- U.S Census Bureau. Jan-Dec 2015

*Also Includes North Carolina, Georgia, Florida, Arkansas, Alabama, Mississippi, Louisiana, New York, Texas, and California

**US Highbush Process for 2015 totals 246,200

US Lowbush Process for 2015 totals 100,000

^ 2014 data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" - July 2016



CANADIAN PROCESS BLUEBERRY PRODUCTION*
2006-2015
(000,000 Pounds)

<u>YEAR</u>	<u>NOVA SCOTIA</u>	<u>QUEBEC</u>	<u>BRITISH COLUMBIA</u>	<u>NEW BRUNSW.</u>	<u>NEW-FOUNDLAND</u>	<u>P.E.I.</u>	<u>TOTAL</u>
2006	31.2	65.5	30.2	20.2	0.3	8.4	155.8
2007	27.0	30.9	51.1	26.0	0.5	8.3	143.8
2008	41.5	53.8	33.5	33.4	0.4	9.6	172.2
2009	33.0	67.2	34.4	23.5	0.5	10.4	169.0
2010	32.8	13.0	40.0	32.6	0.2	12.4	131.0
2011	29.4	61.1	54.1	27.6	0.2	13.3	185.7
2012	40.0	53.8	65.9	45.0	1.0	11.4	217.1
2013	39.1	29.5	60.8	42.6	0.0	13.3	185.3
^2014	63.5	73.2	86.6	58.9	1.0	22.1	305.3
2015	65.1	49.8	104.0	78.0	0.0	17.5	314.5

10 YEAR AVERAGE 2006-2015

40.3	49.8	56.1	38.8	0.4	12.7	198.0 **
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MOST RECENT 3 YEAR AVERAGE 2013-2015

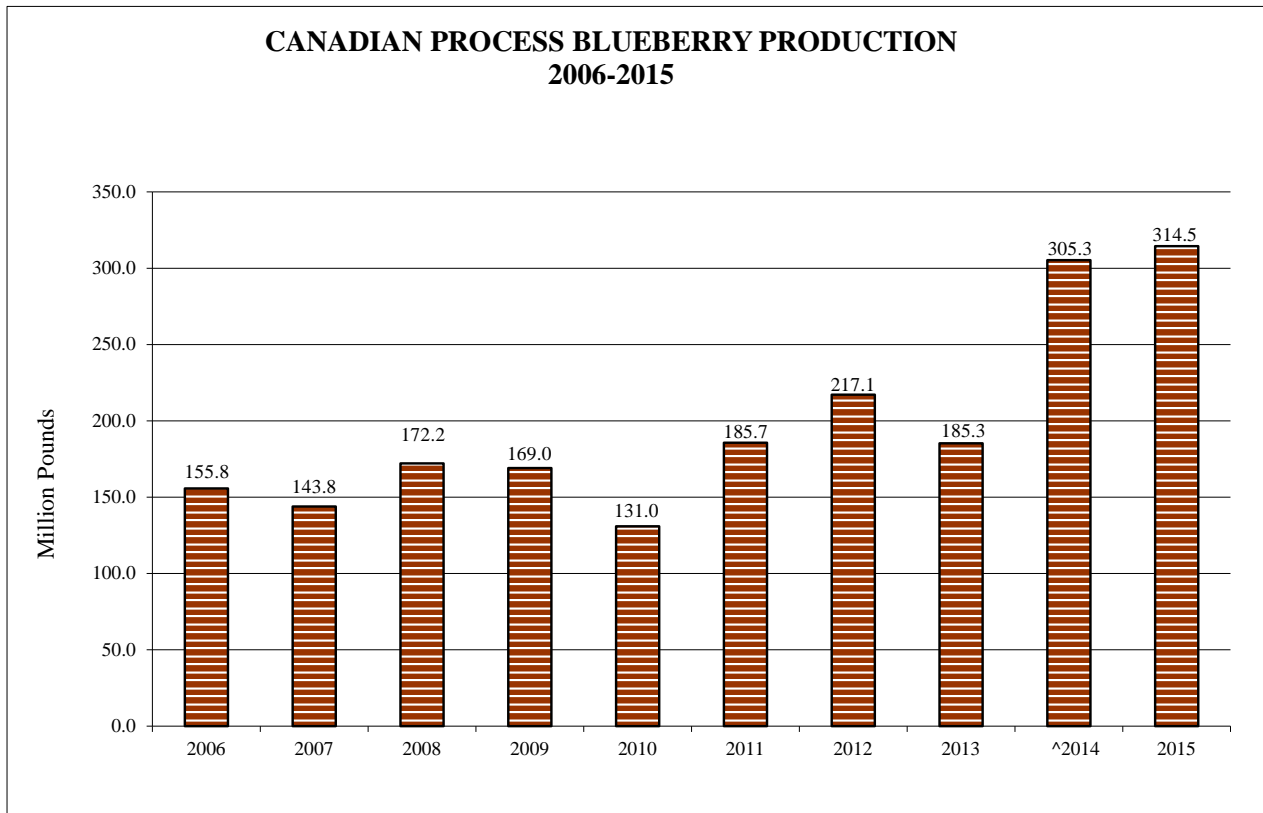
55.9	50.8	83.8	59.8	0.3	17.6	268.4
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*Ontario not included, 0 process production to date.

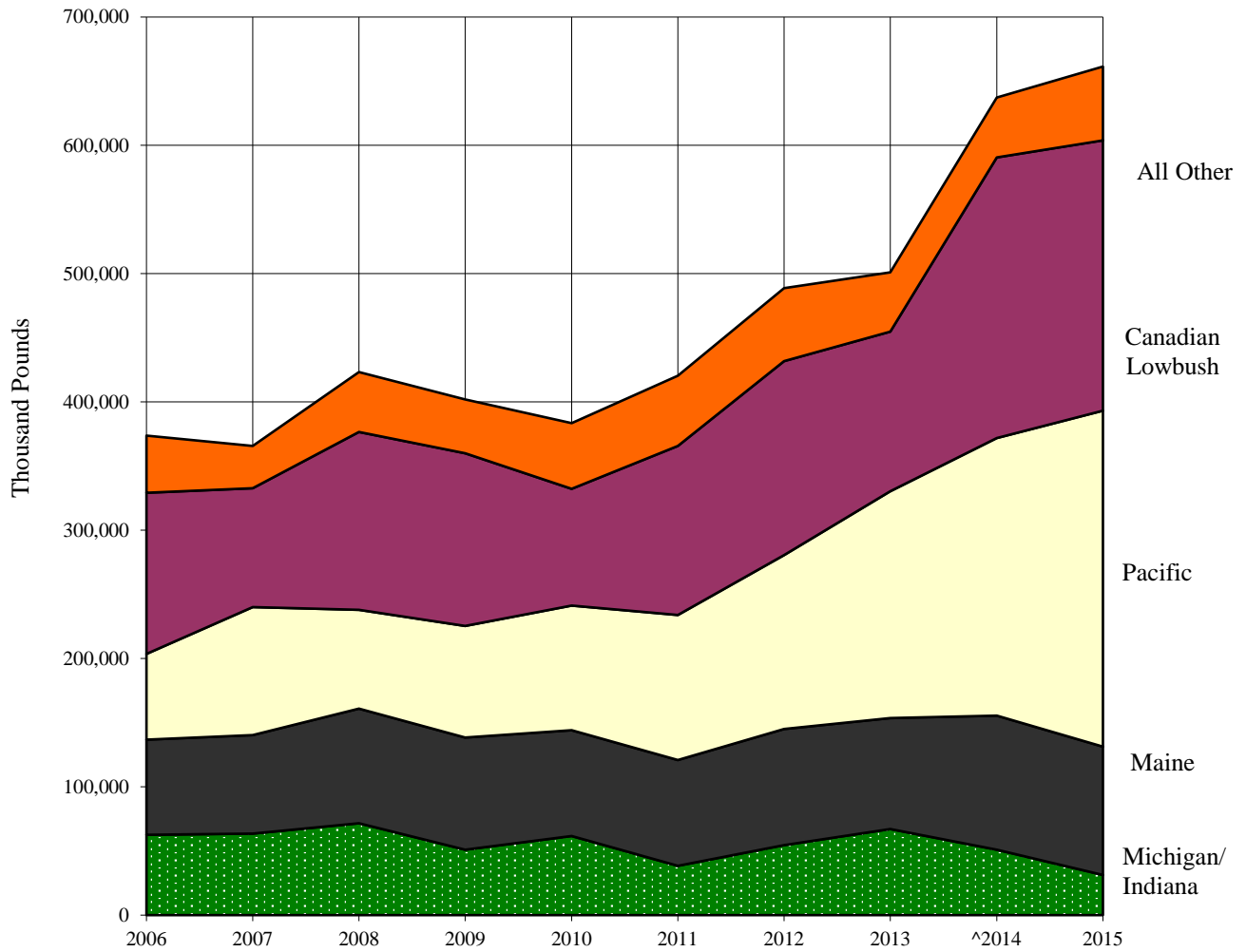
**Average of 141.9 million pounds Lowbush; 56.1 million pounds Highbush.

Source: 2015 Production- see Page 1. 2006-2015=Stats Canada with NABC adjustments for estimated fresh production.

^ 2014 Data revised per Stats Canada - May 2016



NORTH AMERICAN PROCESS BLUEBERRY TREND BY PRODUCTION AREA 2006-2015



PACIFIC: British Columbia, Oregon, Washington and California combined.

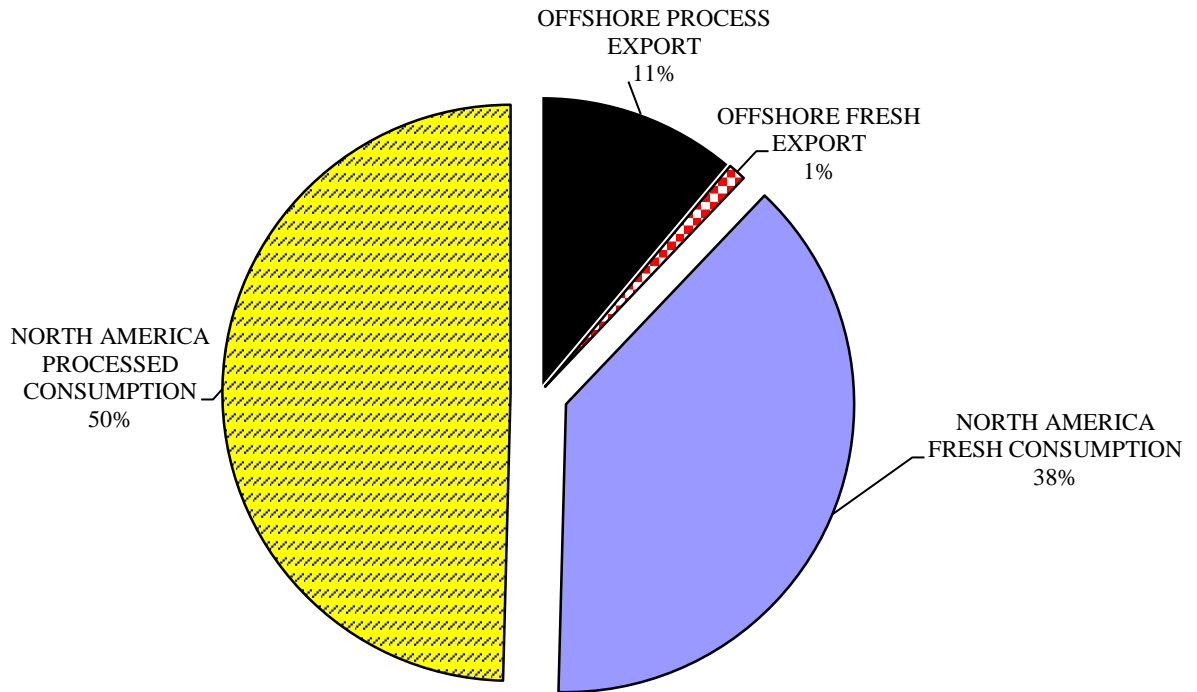
ALL OTHER AREAS: New Jersey, New York, North Carolina, Georgia, Arkansas, Florida, Mississippi & Other Southern States.

CANADIAN LOWBUSH: Nova Scotia, Quebec, New Brunswick, Newfoundland, & Prince Edward Island.

^2014 data revised per USDA/NASS & Stats Canada - 2016

*Mexico added for 2014 only

**2015
ESTIMATED UTILIZATION OF
NORTH AMERICAN BLUEBERRIES**



2015 CROP PRODUCTION TOTAL:
1,064,844,000 POUNDS

TOTAL ESTIMATED FARM GATE VALUE:
\$1,144,915,720

ESTIMATED 2015 CROP UTILIZATION:

NORTH AMERICA FRESH CONSUMPTION:	393,881,540	POUNDS
OFFSHORE FRESH EXPORT:	10,276,460	POUNDS
NORTH AMERICAN PROCESSED CONSUMPTION:	509,704,000	POUNDS
OFFSHORE PROCESS EXPORT:	114,119,787	POUNDS
TOTAL UTILIZATION:	1,027,981,787	POUNDS

2014 AND 2015 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

UNITED STATES

IMPORTS			EXPORTS		
FRESH:	<u>2014 POUNDS</u>	<u>2015 POUNDS</u>	FRESH:	<u>2014 POUNDS</u>	<u>2015 POUNDS</u>
CHILE	112,047,210	119,852,684	CANADA	69,095,815	54,075,467
CANADA	77,058,323	90,993,533	HONG KONG	2,589,704	2,037,189
ARGENTINA	21,917,536	20,938,003	JAPAN	3,004,070	1,787,293
MEXICO	18,757,859	25,083,048	SINGAPORE	987,026	1,302,096
PERU	2,548,112	11,595,250	SOUTH KOREA	806,132	1,274,321
URUGUAY	2,150,819	1,917,222	TAIWAN	898,829	762,798
NEW ZEALAND	115,697	56,517	UNITED KINGDOM	164,326	662,502
CHINA	83,892	15,393	UNITED ARAB EMIRATES	138,850	241,712
NETHERLANDS	41,480	24,901	MEXICO	448,810	217,224
BRAZIL	11,400	0	CHILE	50,009	102,382
REP. OF S. AFRICA	10,829	0	AUSTRALIA	90,252	75,973
KOREA REPUBLIC	0	42,855	SAUDI ARABIA	43,667	73,627
UKRAINE	0	0	MALAYSIA	39,892	63,239
SEYCHEL	0	5,556	NETHERLANDS	16,418	62,536
GERMANY	0	0	BRAZIL	3,247	48,693
SWITZERLAND	0	0	DOMINICAN REPUBLIC	950	45,494
			THAILAND	24,471	28,933
FRESH TOTAL:	234,743,157	270,524,962	BAHAMAS	14,147	23,640
			PHILIPPINES	21,354	17,500
			NORWAY	0	17,064
			QATAR	7,410	15,088
			NEW ZEALAND	344,641	14,674
			CHINA	17,749	13,638
FROZEN:	<u>2014 POUNDS</u>	<u>2015 POUNDS</u>	COSTA RICA	2,394	10,225
CANADA	99,482,859	118,493,657	GUATEMALA	28,843	9,528
CHILE	28,275,011	28,700,182	ISRAEL	79,855	8,565
ARGENTINA	4,592,700	5,084,978	VIETNAM	0	7,006
NETHERLANDS	130,733	188,493	ICELAND	61,253	6,521
MEXICO	108,958	404,178	KAZAKHSTAN	0	2,114
SERBIA	43,651	0	INDIA	12,128	1,766
POLAND	20,051	0	BERMUDA	3,622	1,629
FINLAND	5,004	0	TRINIDAD	12,432	1,530
FRANCE	4,850	2,280	EL SALVADOR	0	1,453
BELARUS	2,015	0	KUWAIT	0	1,001
URUGUAY	2,015	0	BELGIUM	41,777	0
PERU	0	32,996	DENMARK	25,254	0
UKRAINE	0	56,107	CAYMAN	2,465	0
GERMANY	0	0	COLOMBIA	1,834	0
FROZEN TOTAL	132,667,847	152,962,871	TURK ISLAND	1,440	0
			SWITZERLAND	450	0
			RUSSIA	0	0
<u>GRAND TOTAL:</u>	<u>367,411,004</u>	<u>423,487,833</u>	PANAMA	0	0
			FRESH TOTAL:	79,081,516	63,014,421

SOURCE: US Bureau of Census, Department of
 Commerce Foreign Trade Division.
 CALENDAR YEAR (JANUARY TO DECEMBER)
 TOTAL = BOTH HIGHBUSH & LOWBUSH BLUEBERRIES
 * TOTALS BASED ON ROUNDED CONVERSIONS FROM KILOGRAMS.

2014 AND 2015 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS (CON'T)

UNITED STATES

FROZEN:	<u>2014 POUNDS</u>	<u>2015 POUNDS</u>
CANADA	24,352,208	17,133,003
SOUTH KOREA	11,692,700	11,086,091
JAPAN	8,481,969	6,523,513
NETHERLANDS	1,065,025	3,776,065
AUSTRALIA	2,709,773	2,278,106
MEXICO	1,819,046	1,730,898
CHILE	84,333	1,602,676
UNITED KINGDOM	935,654	1,308,432
CHINA	774,974	1,294,376
HONG KONG	1,012,202	1,044,573
TAIWAN	507,065	785,993
NEW ZEALAND	637,284	715,898
GERMANY	744,996	705,351
BRAZIL	0	211,683
ISRAEL	208,169	158,751
DENMARK	0	143,987
TRINIDAD	141,286	140,281
FRANCE	43,199	95,997
INDIA	20,071	95,248
PHILIPPINES	349,352	78,645
BAHAMAS	0	72,553
BELGIUM	0	68,658
COSTA RICA	47,977	63,356
EGYPT	2,064	53,975
PANAMA	9,799	48,376
JAMAICA	41,702	45,657
GUATEMALA	12,725	44,226
COLOMBIA	38,878	39,603
THAILAND	3,307	27,782
BARBADOS	9,835	22,348
SINGAPORE	10,814	20,196
INDONESIA	0	18,999
EL SALVADOR	3,472	8,600
DOMINICAN REPUBLIC	2,134	7,994
NICARAGUA	0	7,286
UNITED ARAB EMIRATES	55,285	5,747
KUWAIT	1,499	4,927
GRENADA	0	3,982
SAUDI ARABIA	1,100	3,274
HONDURAS	1,889	2,429
BAHRAIN	0	2,209
CAYMAN	0	1,089
ARUBA	0	1,078
VIETNAM	419	600
OMAN	0	494
MADAGASCAR	23,949	0
BANGLADESH	3,201	0
AFGHANISTAN	864	0
QATAR	809	0
FROZEN TOTAL:	55,851,028	51,485,005
 <u>GRAND TOTAL:</u>	 <u>134,932,544</u>	 <u>114,499,426</u>

2014 AND 2015 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

IMPORTS			EXPORTS		
	2014 POUNDS*	2015 POUNDS		2014 POUNDS*	2015 POUNDS
FRESH:			FRESH:		
UNITED STATES	67,902,172	53,471,477	UNITED STATES	77,058,323	90,714,625
CHILE	23,780,469	17,315,239	CHILE	0	630,099
ARGENTINA	3,928,425	2,880,568	AUSTRALIA	47,000	263,597
MEXICO	639,524	934,847	JAPAN	97,258	143,711
URUGUAY	402,344	337,476	HONG KONG	89,522	76,277
JAPAN	110	0	SINGAPORE	25,102	57,544
ANTIGUA BARBUDA	0	0	IRELAND	8,267	41,998
SWITZERLAND	0	0	UNITED ARAB EMIRATES	0	38,025
PERU	0	196,910	TAIWAN	19,081	26,393
NEW ZEALAND	0	0	UNITED KINGDOM	0	20,853
GUATEMALA	0	0	MALAYSIA	13,572	16,257
AUSTRALIA	0	14,292	CHINA	21,063	8,120
BELGIUM	0	0	INDONESIA	5,406	7,676
BRAZIL	0	0	THAILAND	4,312	4,654
AZERBAIJAN	0	0	VIETNAM	0	1,270
BELIZE	0	0	SAINT PIERRE	370	582
			SWITZERLAND	0	351
FRESH TOTAL:	96,653,044	75,150,809	FRANCE	0	99
			BELGIUM	551	0
			BRAZIL	0	0
			SOUTH KOREA	0	0
			GERMANY	0	0
FROZEN:			NETHERLANDS	0	0
UNITED STATES	28,286,261	20,414,426	DENMARK	0	0
CHILE	846,599	1,544,243	CZECH REPUBLIC	0	0
ARGENTINA	50,970	251,283	RUSSIA	0	0
SOUTH AFRICA	40,801	0			
FRANCE	4,429	3,968	FRESH TOTAL	77,389,827	92,052,131
MEXICO	2,628	25,106			
CHINA	1,301	0	FROZEN:		
NETHERLANDS	9	2	UNITED STATES	99,482,859	118,493,657
SERBIA	0	44,092	GERMANY	15,452,674	20,368,271
LITHUANIA	0	178,837	JAPAN	16,212,393	16,595,292
BRAZIL	0	24	SWITZERLAND	285,302	7,125,787
UKRAINE	0	46,036	BELGIUM	3,807,461	6,373,834
FINLAND	0	7	CHINA	8,397,769	6,154,033
PERU	0	26	FRANCE	4,964,237	6,071,815
POLAND	0	487,217	NETHERLANDS	9,034,696	3,046,574
BELARUS	0	46,032	AUSTRALIA	2,712,474	2,658,110
THAILAND	0	0	UNITED KINGDOM	2,580,352	2,441,597
BULGARIA	0	44,092	POLAND	445,144	1,278,930
ESTONIA	0	7	CHILE	352,749	1,198,410
			NEW ZEALAND	777,953	1,189,443
FROZEN TOTAL:	29,232,998	23,085,398	SOUTH KOREA	1,027,893	1,109,236
			ITALY	564,594	891,150
GRAND TOTAL:	125,886,042	98,236,207	IRELAND	244,561	466,950
			TAIWAN	238,311	446,866
			AUSTRIA	498,387	369,592
			PORTUGAL	257,248	362,692
			PHILIPPINES	583,372	336,570
			DENMARK	207,836	164,393
			LATVIA	117,860	153,447
			MALAYSIA	52,500	53,999
			RUSSIA	89,220	0
			BRAZIL	52,500	0
			FINLAND	51,449	0
			GAMBIA	51,420	0

SOURCE: STATISTICS CANADA "TOTAL IMPORTS AND TOTAL EXPORTS 2015" CODE CRO-0124975

*Revised for 2014 per Stats Canada - May 2016

Totals based on rounded conversions from kilograms.

2014 AND 2015 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

EXPORTS

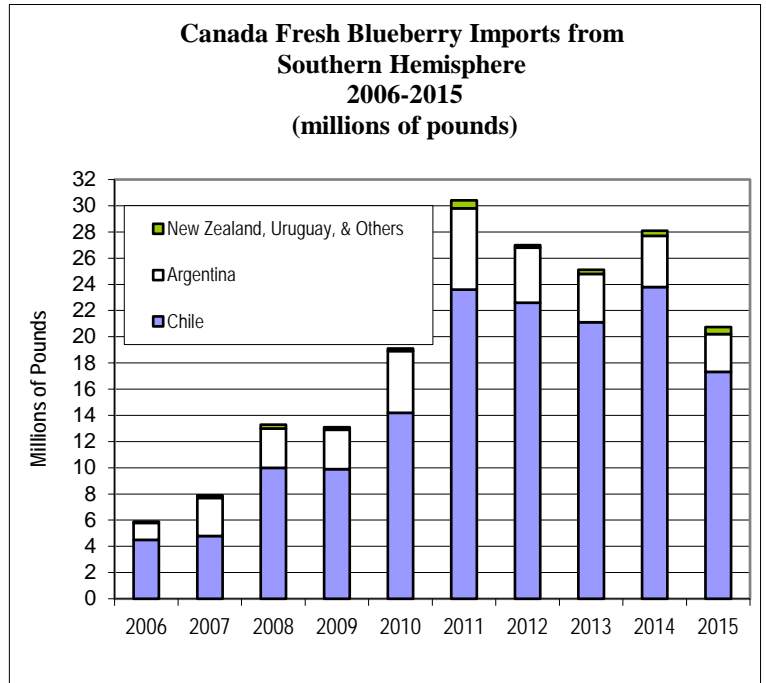
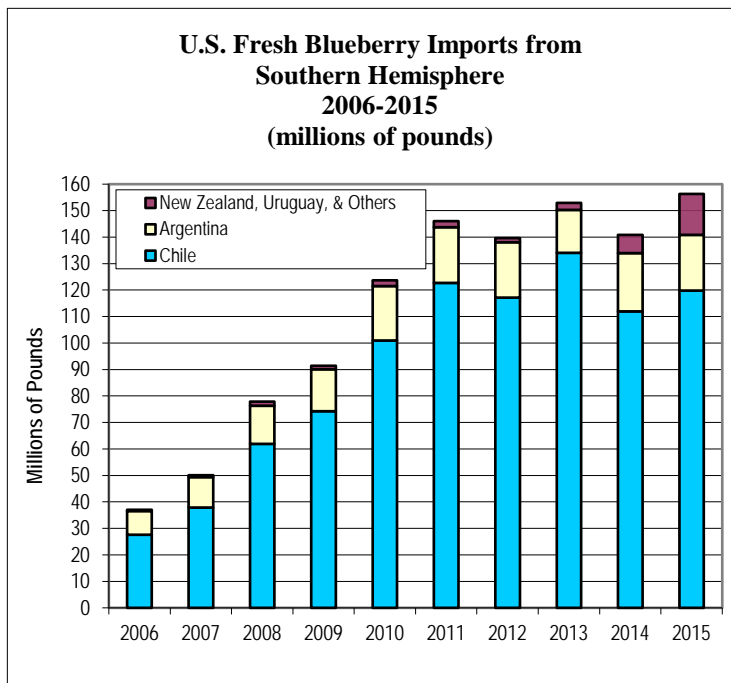
	<u>2014 POUNDS*</u>	<u>2015 POUNDS</u>
FROZEN:		
INDIA	47,035	820
TURKEY	40,613	0
THAILAND	39,661	52,465
SERBIA	27,000	0
INDONESIA	26,098	32,998
SWEDEN	14,601	120,891
BELIZE	10,251	0
LITHUANIA		8,935
SWAZILAND		146,694
ISRAEL		412,278
NORWAY		27,646
HONG KONG		55,406
VIETNAM		50,999
BAHRAIN		1,625
SAINT PIERRE & MIQUELON	79	37
FROZEN TOTAL:	168,748,552	198,261,442
GRAND TOTAL:	<u>246,138,379</u>	<u>290,313,573</u>

**NORTH AMERICAN FRESH IMPORTS OF
SOUTHERN HEMISPHERE BLUEBERRIES
2006-2015
(Millions of Pounds)**

FRESH IMPORTS

YEAR	U.S. IMPORTS					CANADIAN IMPORTS					North America Total
	Chile	Argentina	Zealand	Uruguay	Others*	Chile	Argentina	Zealand	Uruguay	Others ^	
2006	27.6	9.0	0.4	0.0	0.0	4.5	1.3	0.0	0.0	0.1	42.9
2007	37.9	11.5	0.4	0.3	0.0	4.8	2.9	0.1	0.1	0.0	58.0
2008	61.9	14.4	0.3	1.3	0.0	10.0	3.0	0.0	0.3	0.0	91.2
2009	74.2	15.9	0.3	1.0	0.0	9.9	3.0	0.0	0.2	0.0	104.5
2010	101.0	20.5	0.2	1.8	0.1	14.2	4.7	0.0	0.2	0.0	142.7
2011	122.7	21.0	0.2	2.0	0.1	23.6	6.2	0.0	0.6	0.0	176.4
2012	117.1	21.0	0.1	1.4	0.0	22.6	4.2	0.0	0.2	0.0	166.6
2013	134.1	16.2	0.1	1.4	1.1	21.1	3.7	0.0	0.3	0.0	178.0
2014	112.0	21.9	0.1	2.2	4.7	23.8	3.9	0.0	0.4	0.0	169.0
2015	119.9	20.9	0.1	1.9	13.6	17.3	2.9	0.0	0.3	0.2	177.1
10 YEAR AVERAGE											
2006-2015	90.84	17.2	0.22	1.33	1.96	15.2	3.58	0.0	0.26	0.0	130.64
3 YEAR AVERAGE											
2013-2015	122.0	19.7	0.1	1.8	6.5	20.7	3.5	0.0	0.3	0.1	174.7

Source: U.S. Bureau of Census Department of Commerce, Foreign Trade Division, and Stats Canada (Calendar Year).



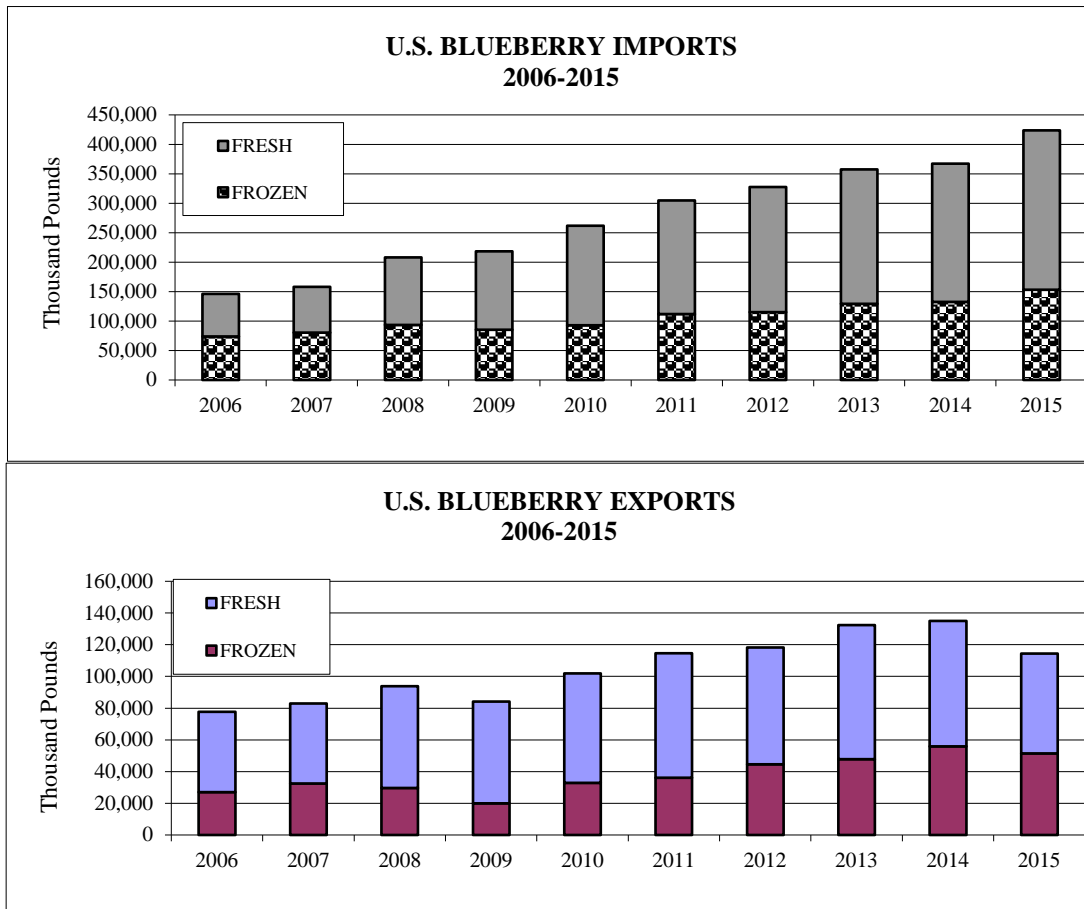
* Includes: Peru, Brazil, Rep. of S. Africa, Nicaragua

^ Includes: Antigua Barbuda, Peru, Brazil, Belize

UNITED STATES BLUEBERRY IMPORTS AND EXPORTS 2006-2015 (000 Pounds)

YEAR	<i>IMPORTS:</i>			<i>EXPORTS:</i>		
	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>
2006	74,080	71,873	145,953	26,984	50,600	77,584
2007	80,412	77,436	157,848	32,468	50,487	82,955
2008	93,224	114,951	208,175	29,742	64,187	93,929
2009	85,181	133,267	218,448	20,002	64,198	84,200
2010	92,921	169,189	262,110	32,878	69,064	101,942
2011	111,963	192,541	304,504	36,176	78,490	114,666
2012	114,971	212,451	327,422	44,676	73,579	118,255
2013	129,378	228,180	357,558	47,908	84,387	132,295
2014	132,668	234,743	367,411	55,851	79,082	134,933
2015	152,963	270,525	423,488	51,485	63,014	114,499
10 YEAR AVERAGE 2006-2015	106,776	170,516	277,292	37,817	67,709	105,526
3 YEAR AVERAGE 2013-2015	138,336	244,483	382,819	51,748	75,494	127,242

Source: U.S. Bureau of Census Calendar Year



**U.S. BLUEBERRY EXPORTS - CROP YEAR BASIS
(JULY TO JUNE)
2002/03 TO 2015/16
(THOUSANDS OF POUNDS)**

<u>CROP YEAR</u>	FRESH EXPORTS*			FROZEN EXPORTS*		
	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>
2002/03	26,876	9,453	36,329	15,352	9,537	24,889
2003/04	30,543	16,317	46,860	23,273	8,041	31,314
2004/05	17,350	15,736	33,086	17,682	9,703	27,385
2005/06	31,758	22,248	54,006	13,366	10,428	23,794
2006/07	28,194	20,423	48,617	19,025	13,210	32,235
2007/08	28,466	26,439	54,905	20,344	16,265	36,609
2008/09	34,973	32,414	67,387	10,641	9,950	20,591
2009/10	31,744	37,588	69,332	7,621	14,951	22,572
2010/11	34,463	45,209	79,672	21,838	15,459	37,297
2011/12	31,026	48,174	79,200	17,596	21,373	38,969
2012/13	26,146	41,258	67,404	22,804	25,873	48,677
2013/14	36,833	47,583	84,416	20,069	33,861	53,930
^2014/15	35,175	44,428	79,603	18,259	36,237	54,496
2015/16	23,152	37,854	61,006	17,034	32,797	49,831

Source: Derived from U.S. Bureau of Census - Department of Commerce, Foreign Trade Division Data.

* Includes exports to Canada.

^revised numbers provided

**2015 U.S. FRESH BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FRESH EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL U.S. EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL U.S. EXPORT	2015 TOTAL
CANADA	32,648,342	60%	21,427,125	40%	54,075,467
HONG KONG	1,291,477	63%	745,713	37%	2,037,190
JAPAN	1,104,322	62%	682,972	38%	1,787,293
SINGAPORE	1,078,629	83%	223,467	17%	1,302,096
SOUTH KOREA	942,087	74%	332,233	26%	1,274,321
TAIWAN	720,891	95%	41,907	5%	762,798
UNITED KINGDOM	662,502	100%	0	0%	662,502
UNITED ARAB EMIRATES	223,950	93%	17,762	7%	241,712
MEXICO	54,330	25%	162,893	75%	217,224
CHILE	102,382	100%	0	0%	102,382
AUSTRALIA	75,973	100%	0	0%	75,973
SAUDI ARABIA	73,248	99%	379	1%	73,627
MALAYSIA	46,707	74%	16,532	26%	63,239
NETHERLANDS	62,536	100%	0	0%	62,536
BRAZIL	48,693	100%	0	0%	48,693
DOMINICAN REPUBLIC	0	0%	45,494	100%	45,494
THAILAND	23,031	80%	5,902	20%	28,933
BAHAMAS	22,886	97%	754	3%	23,640
PHILIPPINES	17,500	100%	0	0%	17,500
NORWAY	17,064	100%	0	0%	17,064
QATAR	15,088	100%	0	0%	15,088
NEW ZEALAND	14,674	100%	0	0%	14,674
CHINA	8,532	63%	5,106	37%	13,638
COSTA RICA	10,225	100%	0	0%	10,225
GUATEMALA	0	0%	9,528	100%	9,528
ISRAEL	8,565	100%	0	0%	8,565
VIETNAM	7,006	100%	0	0%	7,006
ICELAND	5,761	88%	761	12%	6,521
KAZAKHSTAN	2,114	100%	0	0%	2,114
INDIA	1,766	100%	0	0%	1,766
BERMUDA	1,629	100%	0	0%	1,629
TRINIDAD	0	0%	1,530	100%	1,530
EL SALVADOR	1,453	100%	0	0%	1,453
KUWAIT	1,001	100%	0	0%	1,001
FRESH TOTAL:	39,294,363	62%	23,720,058	38%	63,014,421

Note: Fresh exports excluding Canada total 8,938,954 pounds of which Highbush accounts for 74% (6,646,020 pounds) and Lowbush accounts for 26% (2,292,934 pounds)

Source: U.S. Bureau of Census-Department of Commerce, Foreign Trade Division.

**2015 U.S. FROZEN BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FROZEN EXPORTS: COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL U.S. EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL U.S. EXPORT	2015 TOTAL
CANADA	12,761,043	74%	4,371,960	26%	17,133,003
SOUTH KOREA	9,813,268	89%	1,272,824	11%	11,086,092
JAPAN	6,103,107	94%	420,406	6%	6,523,513
NETHERLANDS	82,073	2%	3,693,992	98%	3,776,065
AUSTRALIA	2,278,106	100%	0	0%	2,278,106
MEXICO	344,755	20%	1,386,142	80%	1,730,897
CHILE	1,602,676	100%	0	0%	1,602,676
UNITED KINGDOM	479,002	37%	829,430	63%	1,308,432
CHINA	495,268	38%	799,108	62%	1,294,376
HONG KONG	12,361	1%	1,032,211	99%	1,044,572
TAIWAN	689,799	88%	96,193	12%	785,992
NEW ZEALAND	715,898	100%	0	0%	715,898
GERMANY	53,038	8%	652,312	92%	705,350
BRAZIL	211,683	100%	0	0%	211,683
ISRAEL	158,751	100%	0	0%	158,751
DENMARK	0	0%	143,987	100%	143,987
TRINIDAD	17,579	13%	122,701	87%	140,280
FRANCE	0	0%	95,997	100%	95,997
INDIA	95,248	100%	0	0%	95,248
PHILIPPINES	40,836	52%	37,809	48%	78,645
BAHAMAS	2,989	4%	69,564	96%	72,553
BELGIUM	20,595	30%	48,062	70%	68,657
COSTA RICA	35,232	56%	28,124	44%	63,356
EGYPT	0	0%	53,975	100%	53,975
PANAMA	38,067	79%	10,309	21%	48,376
JAMAICA	33,684	74%	11,973	26%	45,657
GUATEMALA	35,353	80%	8,874	20%	44,227
COLOMBIA	25,069	63%	14,535	37%	39,604
THAILAND	27,782	100%	0	0%	27,782
BARBADOS	14,592	65%	7,756	35%	22,348
SINGAPORE	20,196	100%	0	0%	20,196
INDONESIA	18,999	100%	0	0%	18,999
EL SALVADOR	5,657	66%	2,943	34%	8,600
DOMINICAN REPUBLIC	2,136	27%	5,858	73%	7,994
NICARAGUA	3,776	52%	3,510	48%	7,286
UNITED ARAB EMIRATES	5,747	100%	0	0%	5,747
KUWAIT	4,927	100%	0	0%	4,927
GRENADA	3,982	100%	0	0%	3,982
SAUDI ARABIA	3,274	100%	0	0%	3,274
HONDURUS	1,349	56%	1,080	44%	2,429
BAHRAIN	2,209	100%	0	0%	2,209
CAYMAN	0	0%	1,089	100%	1,089
ARUBA	0	0%	1,078	100%	1,078
VIETNAM	0	0%	600	100%	600
OMAN	494	100%	0	0%	494
FROZEN TOTAL:	36,260,600	70%	15,224,402	30%	51,485,002

Note: Frozen exports excluding Canada total 34,351,999 pounds of which Highbush accounts for 68% of the total (23,499,557 pounds) and Lowbush accounts for 32% of the total (10,852,442 pounds)

Source: U.S. Bureau of Census - Department of Commerce, Foreign Trade Division

CANADIAN BLUEBERRY IMPORTS & EXPORTS 2006-2015 (000 POUNDS)

YEAR	IMPORTS			EXPORTS		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
2006	9,968	50,612	60,580	130,798	35,085	165,883
2007	10,755	54,138	64,893	122,026	28,153	150,179
2008	9,868	78,483	88,351	131,803	37,590	169,393
2009	5,910	71,835	77,745	124,815	42,436	167,251
2010	18,236	82,493	100,729	146,977	45,335	192,312
2011	24,036	102,018	126,054	157,981	44,291	202,272
2012	26,690	94,687	121,377	167,002	65,490	232,492
2013	26,551	110,461	137,012	156,908	66,332	223,240
^2014	29,233	96,653	125,886	168,749	77,390	246,138
2015	23,085	75,151	98,236	198,261	92,052	290,314

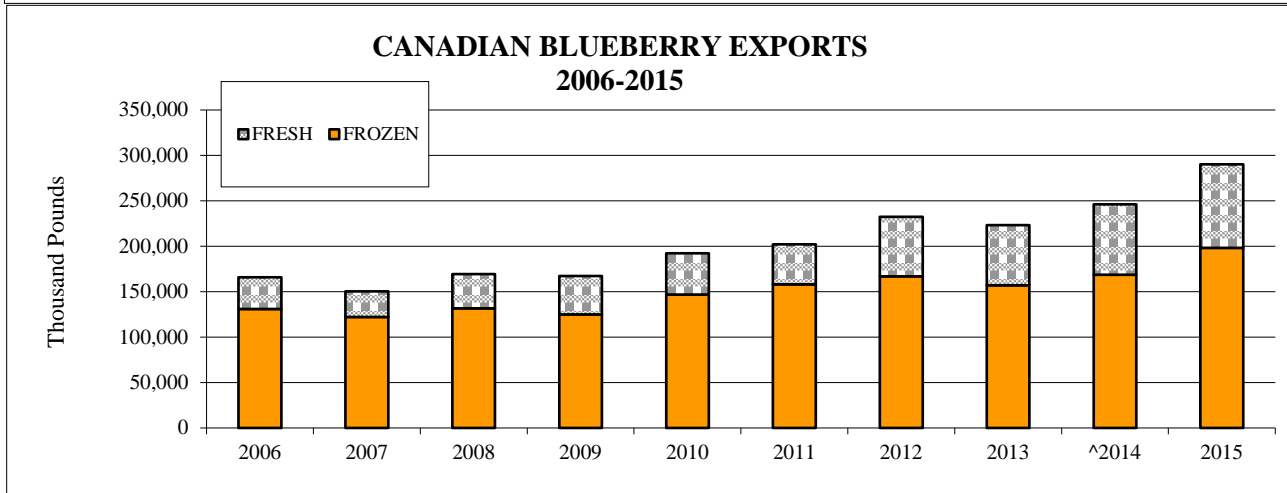
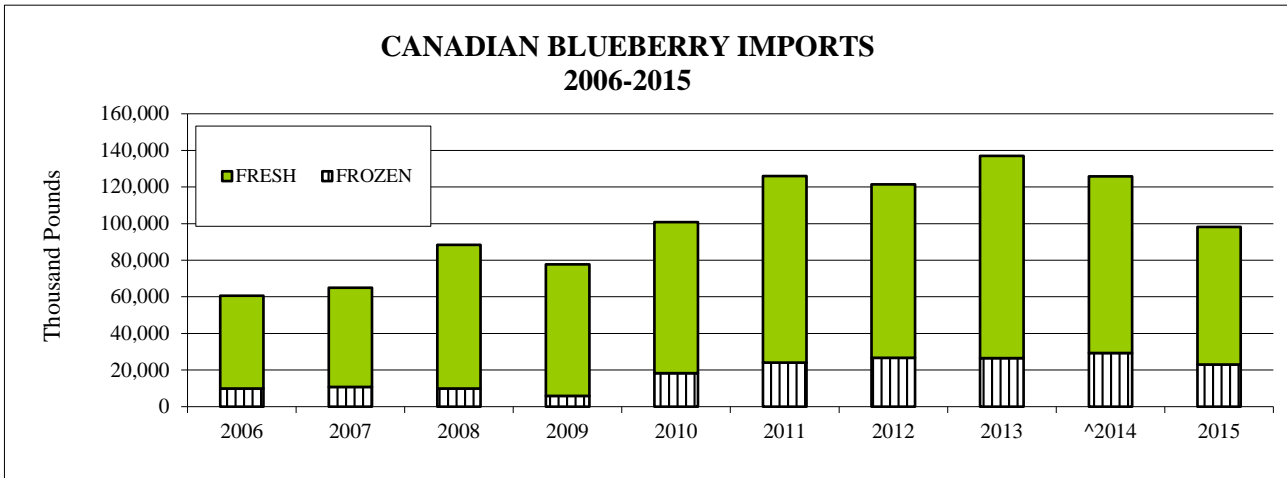
10 year average 2006-2015

18,433	81,653	100,086	150,532	53,415	203,947
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3 year average 2013-2015

26,290	94,088	120,378	174,639	78,591	253,231
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Source: Stats Canada



^Revised for 2014 per Stats Canada - February 2016

**2015 CANADIAN FRESH BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FRESH EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2015 TOTAL
UNITED STATES	55,445,891	61%	35,268,734	39%	90,714,625
JAPAN	140,534	98%	3,177	2%	143,711
HONG KONG	19,764	26%	56,513	74%	76,277
AUSTRALIA	263,597	100%	0	0%	263,597
SINGAPORE	29,440	51%	28,104	49%	57,544
CHINA	4,491	55%	3,629	45%	8,120
TAIWAN	25,018	95%	1,376	5%	26,394
MALAYSIA	15,595	96%	661	4%	16,256
REPUBLIC OF IRELAND	41,998	100%	0	0%	41,998
SWITZERLAND	0	0%	351	100%	351
INDONESIA	4,965	65%	2,712	35%	7,677
VIETNAM	0	0%	1,270	100%	1,270
UNITED KINGDOM	11,140	53%	9,713	47%	20,853
CHILE	630,099	100%	0	0%	630,099
FRANCE	11	11%	88	89%	99
THAILAND	3,314	71%	1,340	29%	4,654
UNITED ARAB EMIRATES	0	0%	38,025	100%	38,025
SAINT PIERRE & MIQUELON	0	0%	582	100%	582
FRESH TOTAL:	56,635,857	62%	35,416,275	38%	92,052,132

Note: Fresh exports excluding the United States total 1,337,507 pounds of which Highbush accounts for 89% of the total (1,189,966 pounds) and Lowbush accounts for 11% of the total (147,541 pounds).

Source: Statistics, CATSNET Analytics Canada "Canadian Domestic Exports of Blueberries"

**2015 CANADIAN FROZEN BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FROZEN EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2015 TOTAL
UNITED STATES	55,765,948	47%	62,727,709	53%	118,493,657
JAPAN	5,316,973	32%	11,278,319	68%	16,595,292
GERMANY	410,708	2%	19,957,563	98%	20,368,271
NETHERLANDS	0	0%	3,046,574	100%	3,046,574
CHINA	887,274	14%	5,266,759	86%	6,154,033
FRANCE	0	0%	6,071,815	100%	6,071,815
BELGIUM	47,289	1%	6,326,545	99%	6,373,834
AUSTRALIA	1,523,061	57%	1,135,049	43%	2,658,110
UNITED KINGDOM	108,901	4%	2,332,696	96%	2,441,597
SOUTH KOREA	106,425	10%	1,002,811	90%	1,109,236
NEW ZEALAND	1,048,695	88%	140,748	12%	1,189,443
*PHILIPPINES	26,250	8%	310,319	92%	336,569
ITALY	0	0%	891,150	100%	891,150
AUSTRIA	0	0%	369,592	100%	369,592
POLAND	0	0%	1,278,930	100%	1,278,930
*CHILE	633,099	53%	565,310	47%	1,198,409
SWITZERLAND	0	0%	7,125,787	100%	7,125,787
PORTUGAL	0	0%	362,692	100%	362,692
REPUBLIC OF IRELAND	121,694	26%	345,256	74%	466,950
TAIWAN	123,899	28%	322,967	72%	446,866
DENMARK	0	0%	164,393	100%	164,393
LATVIA	0	0%	153,447	100%	153,447
ISRAEL	0	0%	412,278	100%	412,278
HONG KONG	280	1%	55,126	99%	55,406
MALAYSIA	0	0%	53,999	100%	53,999
BAHRAIN	1,625	100%	0	0%	1,625
LITHUANIA	0	0%	8,935	100%	8,935
INDIA	820	100%	0	0%	820
NORWAY	27,646	100%	0	0%	27,646
THAILAND	0	0%	52,465	100%	52,465
SWAZILAND	0	0%	146,694	100%	146,694
INDONESIA	32,998	100%	0	0%	32,998
SAINT PIERRE & MIQUELON	37	100%	0	0%	37
VIETNAM	50,999	100%	0	0%	50,999
SWEDEN	0	0%	120,891	100%	120,891
FROZEN TOTAL:	66,234,621	33%	132,026,819	67%	198,261,440

Note: Frozen exports excluding shipments to the United States total 79,767,783 pounds of which Highbush represents 13% of shipments (10,468,673 pounds) and Lowbush represents 87% of shipments (69,299,110 pounds).

*Numbers are different than pg 19 due to rounding in kilogram to lbs conversions.

Source: Statistics, CATSNET Analytics Canada "Canadian Domestic Exports of Blueberries"

**NORTH AMERICAN BLUEBERRY OFFSHORE EXPORT
2006-2015
(000 POUNDS)**

YEAR	NORTH AMERICAN TOTAL PRODUCTION	OFFSHORE EXPORT*	OFFSHORE EXPORT AS % OF PRODUCTION
2006	543,692	84,274	16%
2007	538,970	73,510	14%
2008	655,188	74,353	11%
2009	685,026	71,948	11%
#2010	688,130	92,749	13%
2011	760,280	115,520	15%
2012	841,258	116,461	14%
2013	874,072	102,199	12%
^2014	1,062,880	111,082	10%
2015	1,064,844	124,396	12%
Ten Year Average 2006-2015	771,434	96,649	13%

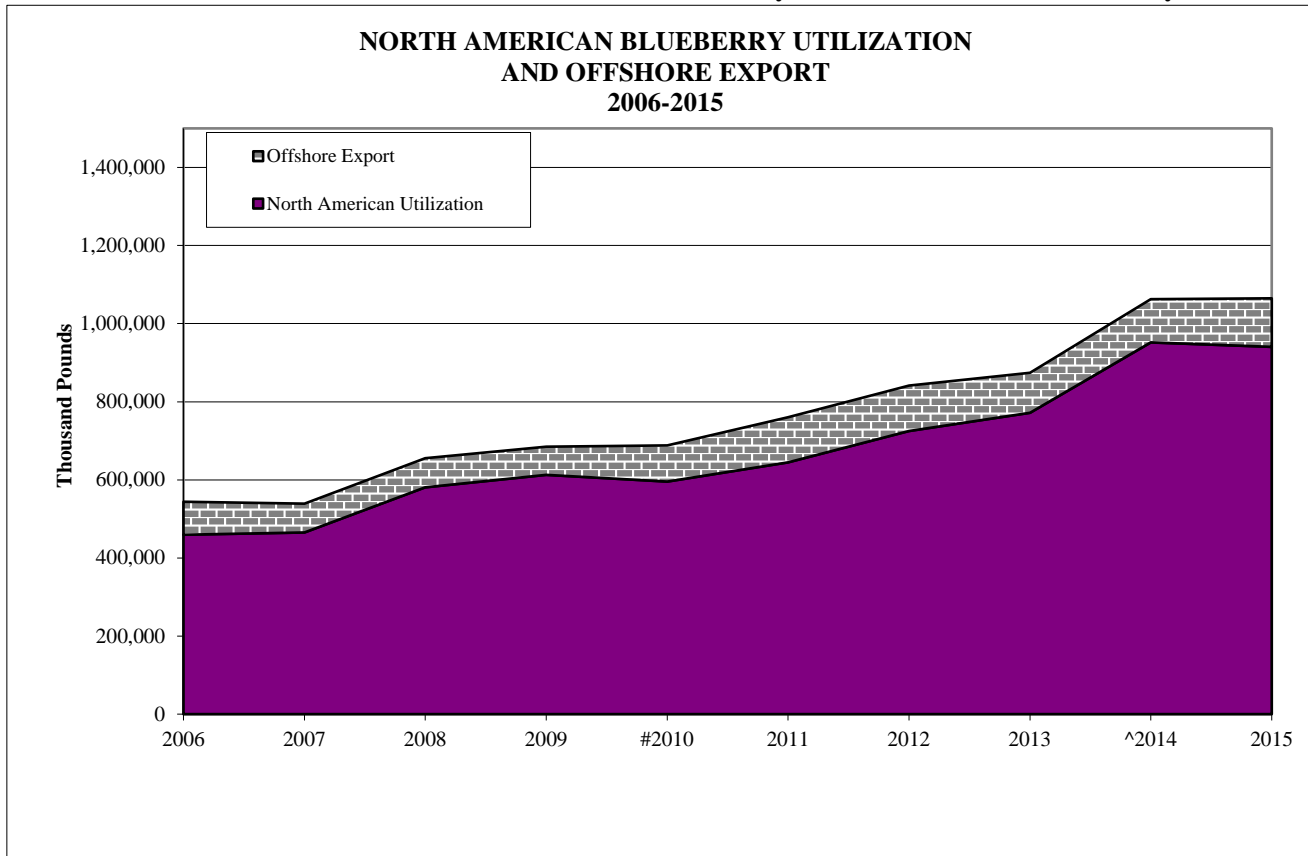
The ten year average (2006-2015) for offshore export is 13% of the average of blueberry production from 2006 to 2015

North American offshore exports in 2015 total 124,396,247 pounds of which 10,276,460 pounds (8%) were fresh blueberries and 114,119,787 pounds (92%) were frozen blueberries.

*Exports calendar year, fresh and process (excluding U.S. and Canada).

^Revised data per USDA/NASS "Non-citrus Fruit & Nuts Summary" - July 2016

Includes Mexico data from 2010 to date. Data from World Blueberry Statistics & Global Market Analysis 2015.



**NORTH AMERICAN PROCESSED BLUEBERRY CONSUMPTION, ESTIMATED INVENTORY, PRODUCTION, FROZEN MARKET
1988-2015
(000,000 Pounds)**

YEAR	JULY 1				FROZEN				PROCESSED		DOMESTIC	HIGHBUSH	LOWBUSH						
	FROZEN CARRY-IN*	+	PRODUCTION	=	TOTAL SUPPLY	FRESH PRODUCTION	=	PROCESSED AVAILABLE	-	CARRY-OUT JUNE 30*	=	PROCESSED CONSUMPTION	-	OFFSHORE EXPORT	=	PROCESSED CONSUMPTION	FROZEN MARKET**	FROZEN MARKET**	
1988/89	17.5	+	231.4	=	248.9	-	54.2	=	194.7	-	26.8	=	167.9	-	40.2	=	127.7	1.05-0.86	.98-1.00
1989/90	26.8	+	220.9	=	247.7	-	63.8	=	183.9	-	34.8	=	149.1	-	25.0	=	124.1	0.85-0.61	1.01-1.12
1990/91	34.8	+	267.5	=	302.3	-	65.4	=	236.9	-	33.2	=	203.7	-	56.6	=	147.1	0.57-0.71	1.10-0.95
1991/92	33.2	+	243.3	=	276.5	-	62.4	=	214.1	-	41.7	=	172.4	-	58.8	=	113.6	0.74-0.86	.97-1.05
1992/93	41.7	+	281.7	=	323.4	-	55.5	=	267.9	-	47.1	=	220.8	-	40.7	=	180.1	0.92-0.77	0.99-0.85
1993/94	47.1	+	319.8	=	366.9	-	77.4	=	289.5	-	58.8	=	230.7	-	44.6	=	186.1	0.62-0.51	0.85-0.75
1994/95	58.8	+	285.5	=	344.3	-	81.6	=	262.7	-	43.6	=	219.1	-	44.9	=	174.2	0.51-0.59	0.75-0.79
1995/96	43.6	+	321.9	=	365.5	-	90.0	=	275.5	-	31.7	=	243.8	-	50.9	=	192.9	0.48-0.83	0.79-0.88
1996/97	31.7	+	297.1	=	328.8	-	77.3	=	251.5	-	29.3	=	222.2	-	47.6	=	174.6	0.99-1.01	1.00-0.94
1997/98	29.3	+	333.3	=	362.6	-	85.5	=	277.1	-	63.4	=	213.7	-	46.6	=	167.1	0.97-0.63	0.94-0.87
1998/99	63.4	+	288.8	=	352.2	-	94.4	=	257.8	-	33.8	=	224.0	-	57.4	=	166.6	0.60-0.92	0.87-1.50
1999/00	33.8	+	390.0	=	423.8	-	91.8	=	332.0	-	31.4	=	300.6	-	58.2	=	242.4	0.88-1.00	0.50-1.15
2000/01	31.4	+	432.5	=	463.9	-	104.6	=	359.3	-	59.2	=	300.1	-	60.1	=	240.0	0.99-0.83	1.15-0.94
2001/02	59.2	+	418.2	=	477.4	-	112.3	=	365.1	-	69.0	=	296.1	-	56.9	=	239.2	0.78-0.76	0.94-0.68
2002/03	69.0	+	400.4	=	469.4	-	128.6	=	340.8	-	39.6	=	301.2	-	59.5	=	241.7	0.76-1.09	0.78-0.90
2003/04	39.6	+	449.9	=	489.5	-	138.1	=	351.4	-	45.4	=	306.0	-	66.1	=	239.9	1.04-1.07	0.90-1.05
2004/05	45.4	+	469.1	=	514.5	-	165.7	=	348.8	-	37.6	=	311.2	-	81.2	=	230.0	1.08-1.18	1.08-1.43
2005/06	37.6	+	462.0	=	499.6	-	162.2	=	337.4	-	35.7	=	301.7	-	74.1	=	227.6	1.13-1.93	1.43-N/A
2006/07	35.7	+	543.7	=	579.4	-	169.9	=	409.5	-	50.3	=	359.2	-	78.3	=	280.9	1.75-2.10	N/A
2007/08	50.3	+	539.0	=	589.3	-	173.4	=	415.9	-	69.3	=	346.6	-	69.1	=	277.5	2.10-1.32	N/A
2008/09	69.3	+	655.2	=	724.5	-	231.9	=	492.6	-	108.5	=	384.1	-	69.2	=	314.9	1.15-0.66	N/A - 1.10
2009/10	108.5	+	685.0	=	793.5	-	282.9	=	510.6	-	76.4	=	434.2	-	65.2	=	369.0	0.65-1.09	1.10 - 1.13
2010/11	76.4	+	688.1	=	764.5	-	299.6	=	464.9	-	76.6	=	388.3	-	84.3	=	304.0	1.09-1.55	1.13 - 1.86
2011/12	76.6	+	760.3	=	836.9	-	331.1	=	505.8	-	109.6	=	396.2	-	105.1	=	291.1	1.68-1.48	1.86-2.00
2012/13	109.6	+	841.3	=	950.9	-	340.0	=	610.9	-	138.1	=	472.8	-	106.1	=	366.7	1.35-1.13	2.00-1.70
2013/14	138.1	+	874.1	=	1012.2	-	358.8	=	653.4	-	136.0	=	517.4	-	97.2	=	420.2	1.13-95	1.70-175
^2014/15	137.3	+	1062.9	=	1200.2	-	417.9	=	782.3	-	177.0	=	605.3	-	100.8	=	504.5	.95-1.05	1.75-NA
2015/16	175.6	+	1064.8	=	1240.4	-	405.4	=	835.0	-	211.2	=	623.8	-	114.1	=	509.7	1.20-TBD	NA-TBD
2015/16																			
vs.																			
2014/15	+27.9%		0.2%		+3.4%		+3.0%		6.7%		+19.3%		3.1%		+13.2%		1.0%		
5 Year																			
Average																			
2011/12-																			
2015/16	127.4		920.7		1048.1		370.6		677.5		154.4		523.1		104.7		418.4		

Total Domestic Process Consumption has averaged 418,466,800 pounds for the past 5 years. Total 2015 Process Consumption (Domestic & Export): 623,800,000 pounds.

Total 2015 Production: 1,062,900,000 pounds (includes Mexico). Estimated increase in carry over inventory 6/30/16 versus 6/30/15 + 35,600,000 pounds.

* = Beginning with 1995/96 crop year, figures are estimates based on actual U.S. cold storage inventory figure and estimate of Canadian total based upon historic percentages.

**Average July price versus average June price (following year) for Michigan (highbush) and Maine (lowbush) as reported by Food Institute Report, estimates for months when data not available.

Note: Food Institute did not report lowbush from January 2006 through 2008

^2014 data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" - July 2016 and Stats Canada - May 2016

TOTAL NORTH AMERICAN CONSUMPTION

1990-2015

(1,000's Pounds)

	Total Fresh Production	Fresh Offshore Exports	Fresh Offshore Imports	Domestic Fresh Consumption	Domestic Process Consumption	Process Offshore Imports	Total North American Consumption	North American Per Capita Consumption						
1990	65,400	-	17	+	664	=	66,047	+	147,100	+	60	=	213,207	0.77
1991	62,400	-	1,432	+	707	=	61,675	+	113,600	+	3	=	175,278	0.63
1992	55,502	-	1,474	+	701	=	54,729	+	180,100	+	18	=	234,847	0.83
1993	77,367	-	1,540	+	1,112	=	76,939	+	186,100	+	11	=	263,050	0.92
1994	81,644	-	1,764	+	1,011	=	80,891	+	174,200	+	32	=	255,123	0.88
1995	90,000	-	2,201	+	2,048	=	89,847	+	192,900	+	27	=	282,774	0.97
1996	77,310	-	2,583	+	2,603	=	77,330	+	174,600	+	133	=	252,063	0.85
1997	85,549	-	2,107	+	3,192	=	86,634	+	167,100	+	419	=	254,153	0.85
1998	94,363	-	2,881	+	4,257	=	95,739	+	166,600	+	637	=	262,976	0.88
1999	91,831	-	3,649	+	5,739	=	93,921	+	242,400	+	549	=	336,870	1.11
2000	104,630	-	3,541	+	8,107	=	109,196	+	240,000	+	530	=	349,726	1.12
2001	112,300	-	3,058	+	10,150	=	119,392	+	239,200	+	490	=	359,082	1.14
2002	128,600	-	3,974	+	14,471	=	139,097	+	241,700	+	663	=	381,460	1.20
2003	138,100	-	3,049	+	14,316	=	149,367	+	239,900	+	1,259	=	390,526	1.21
2004	165,700	-	3,317	+	25,952	=	188,335	+	230,000	+	921	=	419,256	1.29
2005	162,200	-	6,367	+	28,780	=	184,613	+	227,600	+	2,478	=	414,691	1.26
2006	169,900	-	5,979	+	43,100	=	207,021	+	280,900	+	5,008	=	492,929	1.49
2007	173,400	-	4,428	+	58,072	=	227,044	+	277,500	+	6,539	=	511,083	1.53
2008	231,860	-	5,154	+	91,521	=	318,227	+	314,900	+	12,264	=	645,391	1.91
2009	282,927	-	6,704	+	105,434	=	381,657	+	369,000	+	12,190	=	762,847	2.24
2010	299,641	-	8,496	+	145,186	=	436,331	+	299,000	+	13,865	=	749,196	2.18
2011	331,095	-	10,439	+	180,650	=	501,306	+	282,300	+	45,633	=	829,239	2.40
2012	340,000	-	10,344	+	122,624	=	452,280	+	354,100	+	36,036	=	842,416	2.42
2013	355,600	-	11,111	+	188,799	=	533,288	+	401,000	+	40,474	=	974,762	2.77
2014*#	421,800	-	9,986	+	157,885	=	569,699	+	505,900	+	33,185	=	1,108,784	3.14
2015	405,440	-	10,276	+	201,211	=	596,375	+	432,364	+	37,140	=	1,065,879	3.21

NORTH AMERICAN POPULATION 1990 to 2012 (millions)

YEAR	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Canada	27.8	28.1	28.5	28.9	29.3	29.6	29.7	30.0	30.2	30.5	30.8
USA	249.5	252.2	255.0	257.8	260.3	262.8	265.2	267.8	270.2	272.7	281.4
North American Total:	277.3	280.3	283.5	286.7	289.6	292.4	294.9	297.8	300.4	303.2	312.2
YEAR	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Canada	31.1	31.3	31.6	31.9	32.2	32.6	32.9	33.3	33.7	34.1	34.5
USA	284.8	287.4	291.5	293.6	296.5	299.1	302.2	304.5	306.8	309.6	311.7
North American Total:	315.9	318.7	323.1	325.5	328.7	331.7	335.1	337.8	340.5	343.7	346.2
YEAR	2012	2013	2014	2015							
Canada	34.9	35.3	35.5	35.8							
USA	313.9	316.2	317.7	321.2							
North American Total:	348.8	351.5	353.2	357.0							

Source: Population Reference Bureau (www.prb.org) #Includes Mexico as of 2014

*Data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" and Stats Canada - July 2016

**U.S. BLUEBERRY UTILIZATION - HIGHBUSH AND LOWBUSH
2011/12 TO 2015/16
(Millions of Pounds)**

CROP YEAR PROJECTION

	2011/12	2012/13	2013/14	2014/15*	2015/16**
July 1st Frozen Carry In	57.5	82.2	103.6	102.0	132.7
+ Frozen Imports (7/1 to 6/30)	111.1	131.3	116.5	137.8	161.4
+ Fresh Imports (7/1 to 6/30)	186.0	237.1	205.6	262.8	297.5
+ US Production	522.0	557.9	613.8	675.0	651.7
= Supply Available	876.6	1008.5	1039.5	1177.6	1243.3
- Fresh Domestic Consumption (7/1 to 6/30) ^{1/}	400.6	431.3	442.4	506.0	450.7
- Frozen Domestic Consumption (7/1 to 6/30)	354.8	424.9	441.2	484.4	584.4
- Frozen Exports (7/1 to 6/30)	39.0	48.7	53.9	54.5	49.8
= June 30th Frozen Carry Out	82.2	103.6	102.0	132.7	158.4

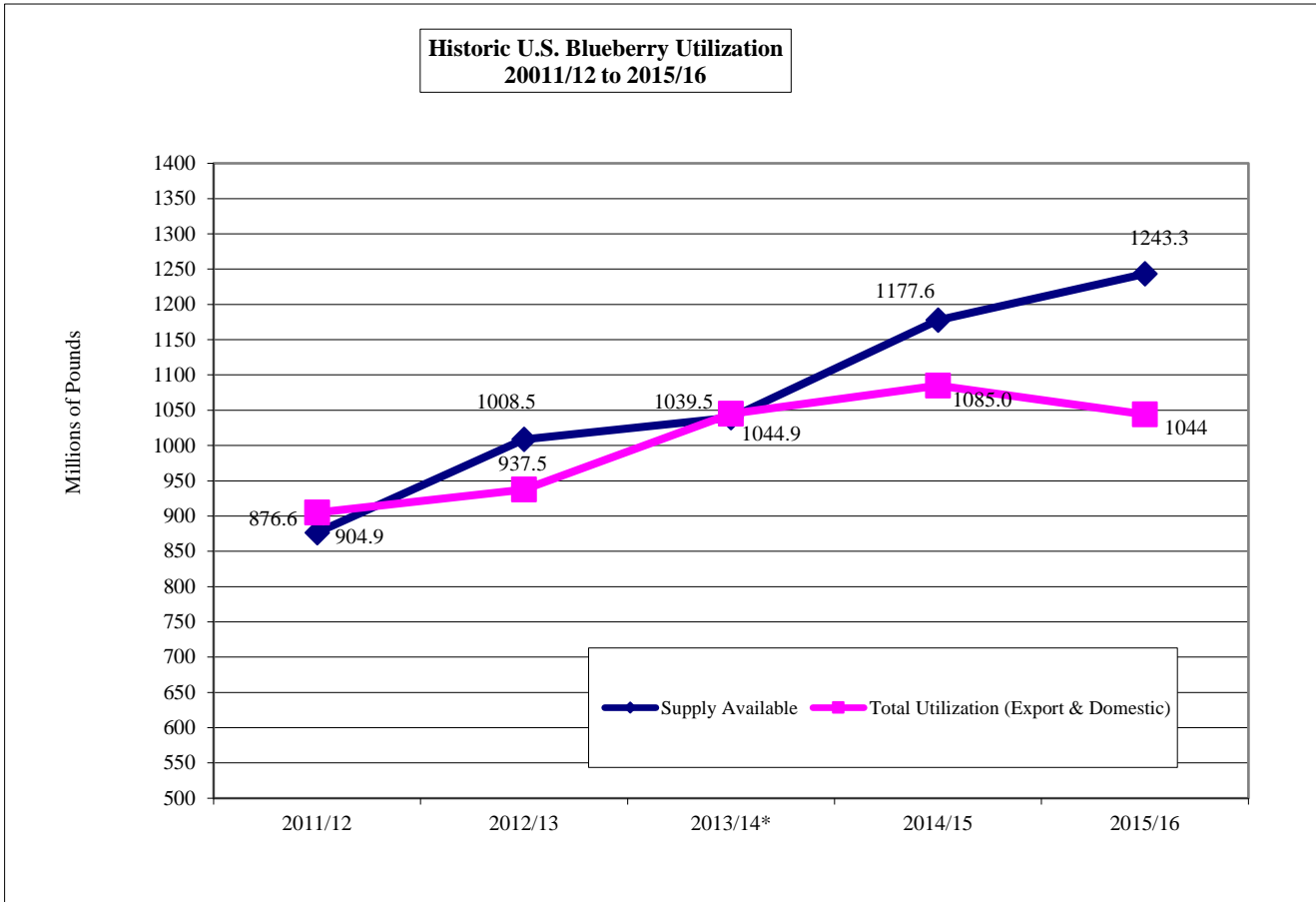
* Numbers revised per USDA/ERS

Exports include shipments to Canada, Imports include shipments from Canada

^{1/} Fresh domestic consumption = total U.S. fresh production + fresh imports - fresh exports.

^ Includes Organic

** Preliminary number from USDA Cold Storage Report for the month of June 2016

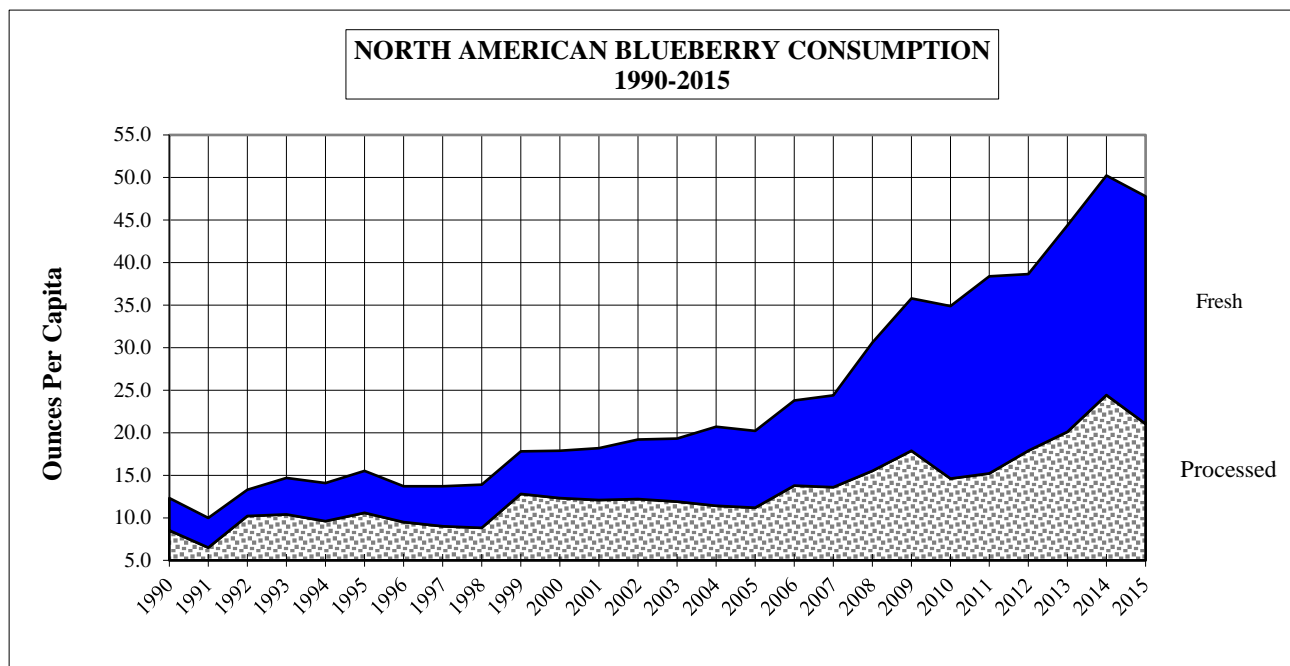


**NORTH AMERICAN BLUEBERRY CONSUMPTION
1990-2015**

DOMESTIC PER CAPITA CONSUMPTION OF FRESH & PROCESSED BLUEBERRIES

(Includes Offshore Imports)

YEAR	FRESH BLUEBERRIES		PROCESSED BLUEBERRIES		TOTAL CONSUMPTION	
	POUNDS	OUNCES	POUNDS	OUNCES	POUNDS	OUNCES
1990	0.238	3.8	0.531	8.5	0.769	12.3
1991	0.220	3.5	0.405	6.5	0.625	10.0
1992	0.193	3.1	0.635	10.2	0.828	13.3
1993	0.268	4.3	0.649	10.4	0.917	14.7
1994	0.280	4.5	0.602	9.6	0.882	14.1
1995	0.308	4.9	0.660	10.6	0.968	15.5
1996	0.262	4.2	0.593	9.5	0.855	13.7
1997	0.291	4.7	0.563	9.0	0.854	13.7
1998	0.319	5.1	0.553	8.8	0.872	13.9
1999	0.310	5.0	0.801	12.8	1.111	17.8
2000	0.350	5.6	0.771	12.3	1.121	17.9
2001	0.378	6.1	0.759	12.1	1.137	18.2
2002	0.437	7.0	0.761	12.2	1.198	19.2
2003	0.462	7.4	0.746	11.9	1.208	19.3
2004	0.579	9.3	0.709	11.4	1.288	20.7
2005	0.562	9.0	0.700	11.2	1.262	20.2
2006	0.624	10.0	0.862	13.8	1.486	23.8
2007	0.678	10.8	0.848	13.6	1.526	24.4
2008	0.942	15.1	0.969	15.5	1.911	30.6
2009	1.121	17.9	1.120	17.9	2.241	35.8
2010	1.270	20.3	0.910	14.6	2.180	34.9
2011	1.448	23.2	0.947	15.2	2.395	38.4
2012	1.297	20.8	1.119	17.9	2.416	38.7
2013	1.526	24.3	1.327	20.1	2.853	44.4
2014	1.613	25.8	1.526	24.4	3.139	50.2
2015	1.671	26.7	1.315	21.1	2.986	47.8



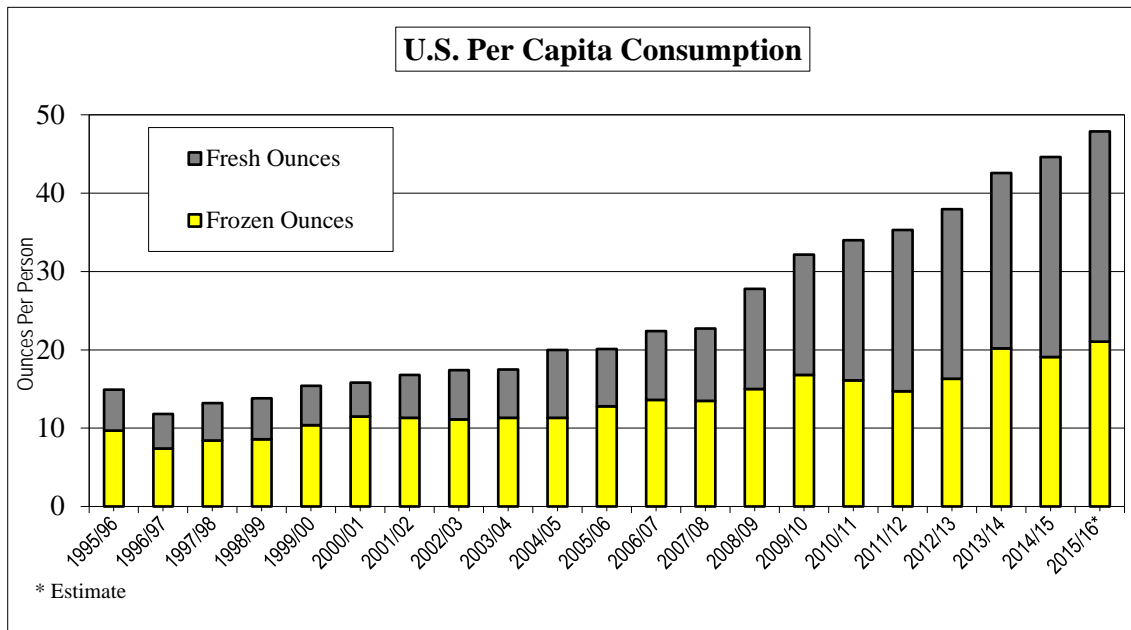
U.S. PER CAPITA CONSUMPTION 1995/96 TO 2015/16

Crop Year	<i>FRESH BLUEBERRIES</i>		<i>PROCESSED BLUEBERRIES ^</i>		<i>TOTAL CONSUMPTION</i>	
	Fresh Pounds	Fresh Ounces	Frozen Pounds	Frozen Ounces	Pounds	Ounces
1995/96	0.325	5.2	0.606	9.7	0.931	14.9
1996/97	0.274	4.4	0.463	7.4	0.737	11.8
1997/98	0.300	4.8	0.523	8.4	0.823	13.2
1998/99	0.326	5.2	0.534	8.6	0.860	13.8
1999/00	0.313	5.0	0.651	10.4	0.964	15.4
2000/01	0.266	4.3	0.719	11.5	0.985	15.8
2001/02	0.346	5.5	0.703	11.3	1.049	16.8
2002/03	0.394	6.3	0.691	11.1	1.085	17.4
2003/04	0.390	6.2	0.709	11.3	1.099	17.5
2004/05	0.542	8.7	0.707	11.3	1.249	20.0
2005/06	0.454	7.3	0.800	12.8	1.254	20.1
2006/07	0.552	8.8	0.850	13.6	1.402	22.4
2007/08	0.574	9.2	0.846	13.5	1.420	22.7
2008/09	0.802	12.8	0.936	15.0	1.738	27.8
2009/10	0.959	15.3	1.051	16.8	2.010	32.1
2010/11	1.119	17.9	1.009	16.1	2.128	34.0
2011/12	1.288	20.6	0.917	14.7	2.205	35.3
2012/13	1.355	21.7	1.021	16.3	2.376	38.0
2013/14	1.399	22.4	1.259	20.2	2.659	42.6
2014/15	1.594	25.5	1.192	19.1	2.786	44.6
2015/16*	1.680	26.9	1.314	21.0	2.994	47.9

(Crop Year = July 1 to June 30)

^Highbush & Lowbush

*June 2016 Preliminary Numbers



PRICE TRENDS FROZEN BLUEBERRIES
1992-2015
CENTS PER POUND - F.O.B. PRICES - 30 POUND CARTONS

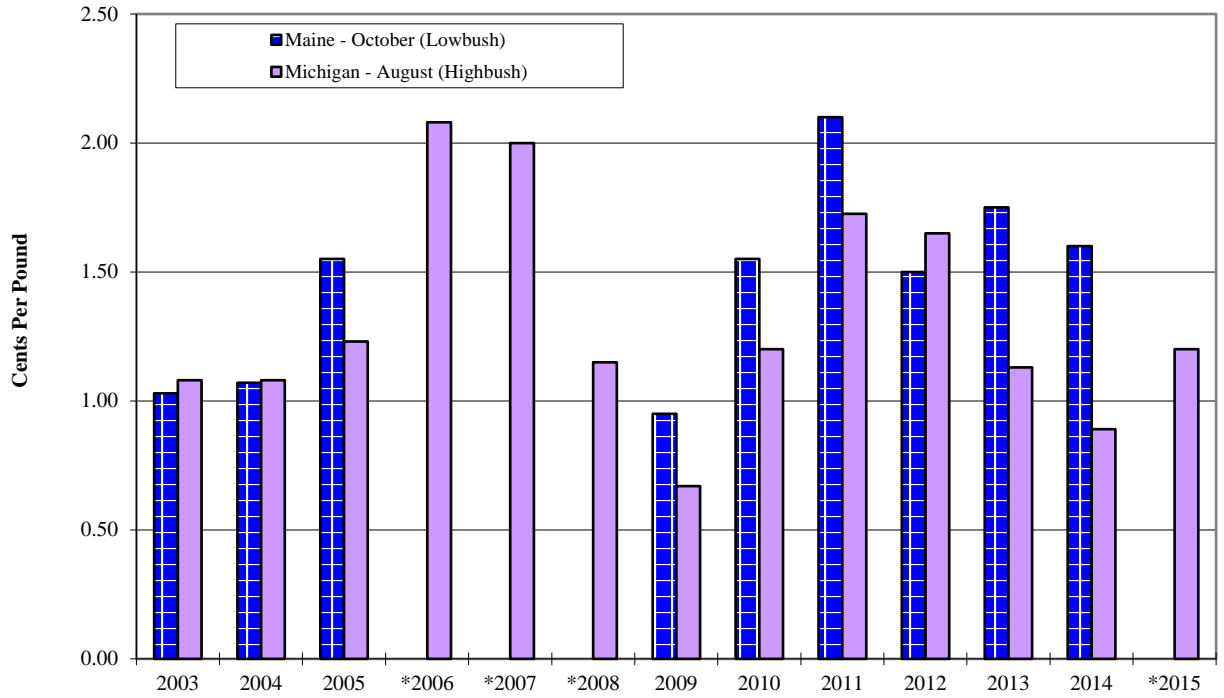
		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
1992	Michigan	80-82	80-82	80-82	80-82	82-84	85-88	90-95	95-105	92-96	92-95	88-93	86-90
	Maine	103-108	103-108	103-108	103-108	103-108	103-108	98-100	93-96	92-94	92-95	90-95	90-93
1993	Michigan	82-85	84-88	84-88	84-88	82	75-79	60-64	55-60	48-54	50-54	50-54	50-54
	Maine	90-92	88-90	87-89	87-89	87-89	85	85	79	75	72-75	70-73	68-72
1994	Michigan	50-54	50-54	50-52	50-52	50-52	50-52	50-52	58-60	58	59	60	60
	Maine	69	69	69	75	75	75	75	*	76-78	78	79-81	79-81
1995	Michigan	60	60	60	58-60	58-60	58-60	48	50	55-58	58-60	64-65	67-70
	Maine	78-80	78-80	78-80	78-80	78-80	78-80	*	*	78-80	78-80	80-83	80-85
1996	Michigan	68-72	70-72	75	78-80	78-80	80-85	98-99	105-110	105-110	105-108	110-112	110
	Maine	80-85	85	85	85-90	85-90	85-90	*	*	110-115	110-115	115	115-118
1997	Michigan	107-110	110-112	110-112	108	108	*	*	92-95	89-90	80-85	78-80	75-79
	Maine	115-118	115-118	110-114	110-118	110-118	92-95	92-95	98	95-98	90-95	90-92	90-92
1998	Michigan	65-70	61-66	62-68	62-65	60-65	60-65	60	75-79	79	80-82	80-82	85
	Maine	91-93	87-92	87-92	87-92	85-88	85-88	85-88	85-88	110-112	110-112	110-112	115
1999	Michigan	92-97	92-97	92-97	88-92	88-92	88-95	*	85-87	88-90	97-100	97-100	104-110
	Maine	125-140	125-140	125-140	150	150	150	150	*	115-120	115-120	115-120	115-120
2000	Michigan	105-110	105-110	115-120	114-120	*	*	*	95-97	95-97	95-97	95-97	97-98
	Maine	115-120	115-120	120	120	120	*	*	*	106-110	106-110	106-110	106-110
2001	Michigan	*	*	87-89	87-89	87-89	*	77-79	74-76	72-75	72-75	72-75	65-75
	Maine	*	*	90-93	90-93	90-93	*	94-95	*	80-85	*	82-85	*
2002	Michigan	62-68	64-68	64-68	74-78	74-78	75-77	74-78	80-84	80-86	85-88	94-96	85-90
	Maine	90-100	90-100	80-94	68	*	68	*	*	87-90	65-83	78-82	75-78
2003	Michigan	85-90	110-115	110-115	110-115	110-115	106-112	100-108	105-110	100-110	110-115	112-115	100-115
	Maine	75-78	84-88	84-88	84-88	85-90	85-95	85-95	95-100	95-100	95-110	100-110	100-110
2004	Michigan	110-115	110-115	110-115	*	115-120	*	*	105-110	112-115	110-115	112-115	112-115
	Maine	100-110	100-110	103-105	103-105	100-110	*	*	105-110	105	107	107	107
2005	Michigan	115-116	117-118	117-122	120-125	120-125	*	110-115	120-125	130-150	160-175	173-176	185-190
	Maine	*	125-135	140-145	140-145	140-145	*	*	*	142-145	150-160	*	*
**2006	Michigan	195-205	205-215	205-215	*	*	*	170-180	200-215	205-215	210-215	215-220	220-225
2007	Michigan	220-225	220-225	220-225	210	210	210	210	200	200	179-200	176-185	175-182
2008	Michigan	165	165	168	159	145	132	115	115	120	110	95	93
2009	Michigan	85	79	65	65	63	66	65	67	68	69	70	70
	Maine	150	150	150	*	*	*	110	110	95	95	*	*
2010	Michigan	72	75	92	100	97	*	*	120	165	*	*	*
	Maine	*	*	*	85	85	*	*	140	155	155	160	160
2011	Michigan	170-180	*	170-180	150-160	150-160	150-160	165-170	170-175	200-205	200-210	175-185	175-185
	Maine	*	*	165-170	*	*	*	*	*	205	210	209-215	209-215
2012	Michigan	165-175	165-175	160-165	160-165	*	145-150	120-150	160-170	140-150	145	145	145
	Maine	*	*	200	200	*	200	*	140	130-140	125-175	125-175	125-175
2013	Michigan	*	*	*	100-125	110-115	110-115	110-115	110-115	105-120	105-120	105-120	105-120
	Maine	120-125	120-125	165-175	165-175	165-175	165-175	165-175	160-165	175	175	175	175
2014	Michigan	105-120	98-110	95	95	95	95	95	89	110-120	110-120	*	*
	Maine	175	175	175	175	175	175	175	191	160	160	*	*
2015	Michigan	*	110-125	110-120	110-120	105-110	100-110	110-130	115-125	115-125	115-125	115-125	115-125
	Maine	*	*	*	*	*	*	*	*	*	*	*	*

Source: Food Institute Report, January 2016, "Price Trends of Frozen Fruits Blueberries"

* = No prices quoted

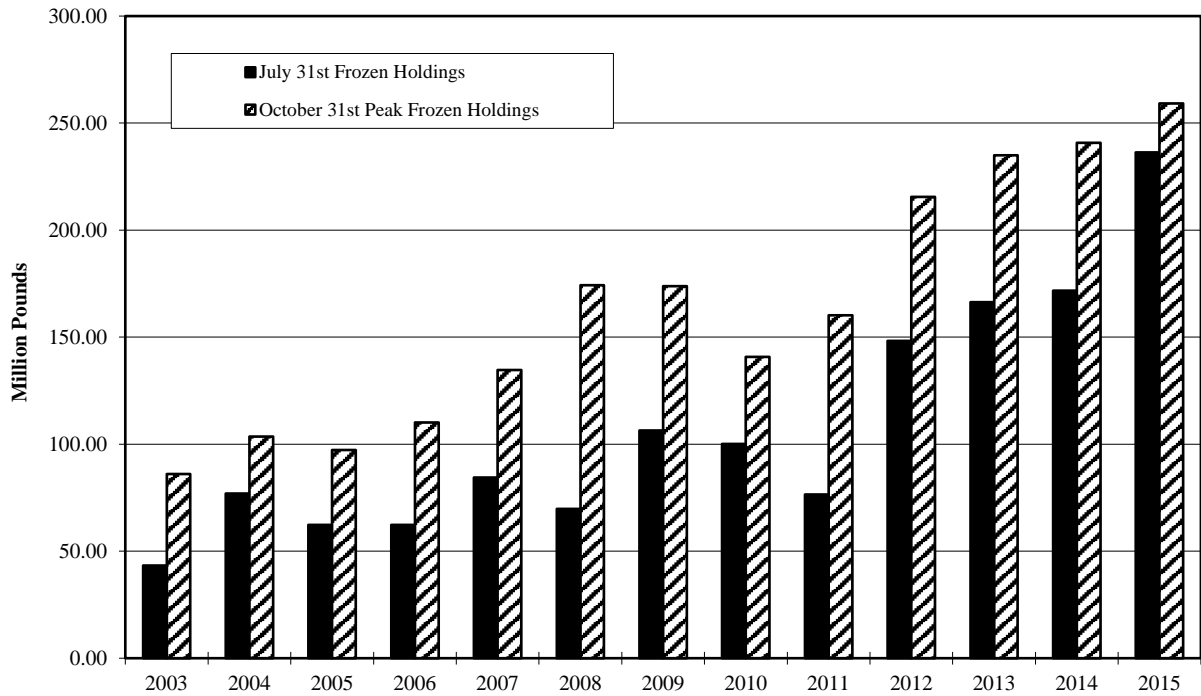
**Note: Food Institute did not report Maine figures from 2006 through 2008
FRZTRNDS

**FROZEN BLUEBERRY OPENING MARKET
2003-2015**



(Source: Food Institute Report - February 2015)
* Note: Food Institute did not report Maine Lowbush figures from 2006 through 2008

**U.S. COLD STORAGE HOLDINGS JULY VS. OCTOBER
2003-2015**

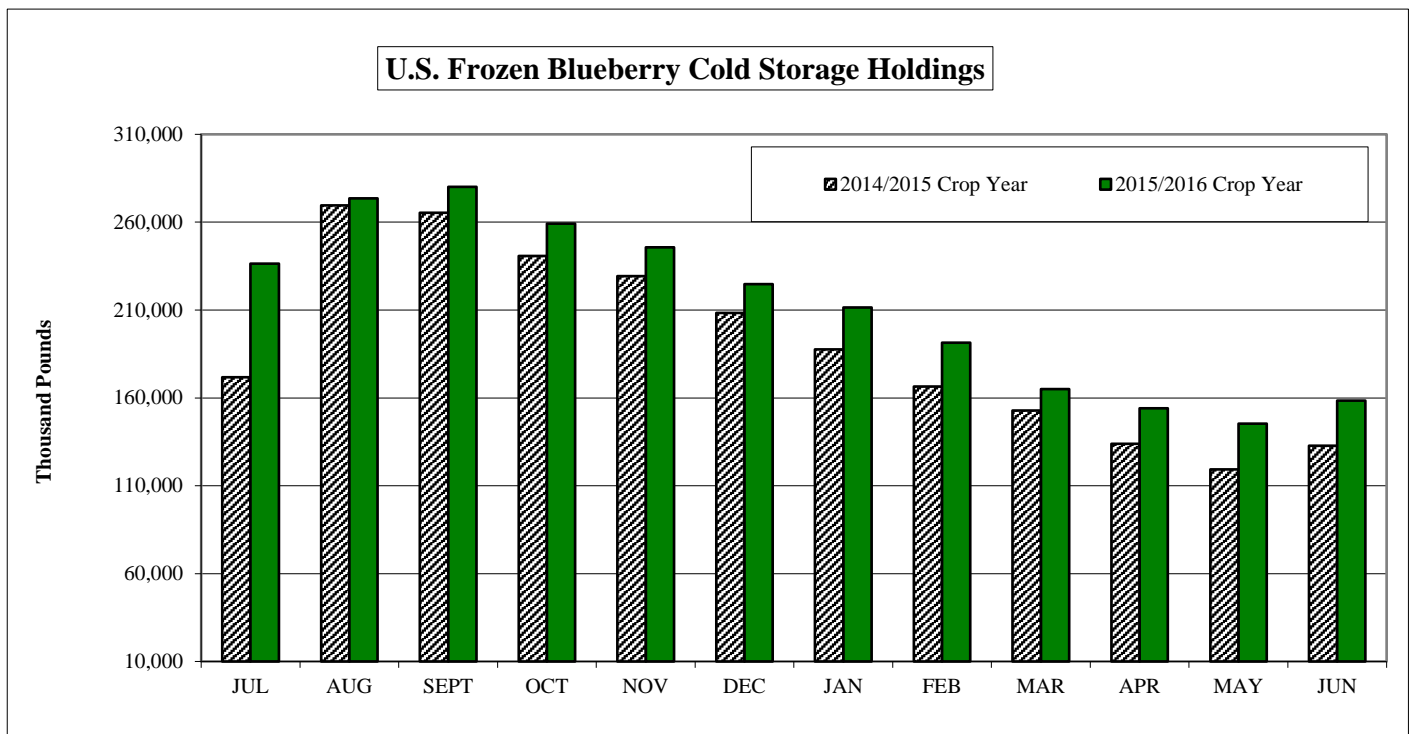


(Source: Public Cold Storage as reported to USDA/NASS)

**UNITED STATES FROZEN BLUEBERRY COLD STORAGE HOLDINGS
1990-2015 CROP YEAR / (000 POUNDS)**

	<i>JULY</i>	<i>AUG</i>	<i>SEPT</i>	<i>OCT</i>	<i>NOV</i>	<i>DEC</i>		<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUNE</i>
1990	30,923	93,617	101,627	90,636	80,183	73,332	1991	64,705	57,109	50,344	42,313	32,741	28,590
1991	42,608	87,158	86,874	83,623	75,499	66,056	1992	60,711	53,794	43,966	37,559	31,884	28,679
1992	38,309	70,485	97,148	91,789	86,286	79,603	1993	69,058	60,952	52,011	45,550	38,605	30,266
1993	34,798	107,595	115,614	105,609	97,882	91,786	1994	88,817	77,475	68,310	56,631	48,652	41,407
1994	51,592	116,209	112,217	93,695	84,830	78,307	1995	70,955	61,018	57,130	46,925	39,462	32,192
1995	37,335	95,570	98,555	85,104	81,593	72,813	1996	60,590	55,911	47,192	38,532	29,363	23,786
1996	33,950	81,006	82,105	71,317	66,381	60,126	1997	55,782	47,892	39,023	32,624	25,661	21,968
1997	38,753	94,398	114,948	102,497	96,928	87,345	1998	83,353	74,665	64,026	60,136	51,593	47,537
1998	70,454	102,064	94,197	88,827	77,259	67,443	1999	60,759	52,951	48,402	40,093	28,603	25,358
1999	47,525	103,184	95,381	81,845	69,999	58,981	2000	52,814	44,814	38,794	30,697	24,137	23,584
2000	52,295	109,252	110,199	99,301	93,553	85,105	2001	77,392	68,791	63,218	53,932	46,978	44,407
2001	62,904	128,534	134,814	120,955	111,814	100,526	2002	91,259	84,492	75,051	66,635	56,245	51,746
2002	66,429	120,995	119,604	111,364	100,274	88,705	2003	76,903	65,843	56,836	48,226	35,299	29,733
2003	43,247	104,450	88,912	86,071	84,355	76,834	2004	69,985	63,981	51,158	43,190	37,504	34,073
2004	76,874	113,322	110,057	103,575	93,845	85,109	2005	77,105	68,419	53,737	41,516	34,673	28,198
2005	62,282	111,198	109,229	97,204	88,008	77,360	2006	68,466	58,754	47,039	36,613	28,909	26,785
2006	62,220	123,072	114,351	110,139	99,826	98,719	2007	83,196	75,709	65,398	56,362	45,921	37,700
2007	84,342	154,880	147,570	134,715	125,577	114,114	2008	100,696	94,652	78,106	66,604	58,282	51,960
2008	69,783	172,145	182,478	174,334	164,703	153,445	2009	141,089	130,964	115,615	100,820	87,790	81,404
2009	106,327	189,893	189,628	173,849	154,647	141,883	2010	123,579	109,095	93,342	75,482	61,331	57,332
2010	100,100	163,387	155,105	140,707	129,877	116,485	2011	104,091	93,103	80,016	65,583	50,865	57,467
2011	76,551	167,015	174,805	160,156	147,757	136,966	2012	124,003	114,066	96,723	85,700	73,717	82,218
2012	148,315	238,510	234,207	215,588	196,702	171,296	2013	165,932	152,187	137,358	119,814	100,876	103,599
2013	166,382	260,094	251,279	235,007	217,393	201,834	2014	172,718	150,626	130,825	117,065	98,716	102,012
2014	171,661	269,537	265,303	240,830	229,225	208,324	2015	187,523	166,469	152,745	133,836	119,328	132,732
2015	236,349	273,614	280,085	259,198	245,754	224,696	2016	211,459	191,351	164,927	154,142	145,414	*158374

Figures are from the last day of the month. / *Preliminary Figure / Source: Figures from Public Cold Storage reported to the USDA/NASS



**UNITED STATES FROZEN BLUEBERRY MOVEMENT
CROP YEAR 2006/07 TO 2015/16 (TO DATE)
(000,000 POUNDS)**

CROP YEAR PRESENTATION

	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>TOTAL*</u>
2006/07	+35.4	+60.9	-8.7	-4.2	-10.3	-1.1	-15.5	-7.5	-10.3	-9.0	-10.4	-8.2	-85.2
2007/08	+46.6	+70.5	-7.3	-12.9	-9.1	-11.5	-13.4	-6.0	-16.5	-11.5	-8.3	-6.3	-102.8
2008/09	+17.8	+102.4	+10.3	-8.1	-9.6	-11.3	-12.4	-10.1	-15.3	-14.8	-13.0	-6.4	-101.0
2009/10	+24.9	+83.6	-0.3	-15.8	-19.2	-12.8	-18.3	-14.5	-15.8	-17.9	-14.2	-4.0	-132.8
2010/11	+42.8	+63.3	-8.3	-14.4	-10.8	-13.4	-12.4	-11.0	-13.1	-14.4	-14.7	+6.6	-112.5
2011/12	+19.1	+90.5	+7.8	-14.6	-12.4	-10.8	-13.0	-9.9	-17.3	-11.0	-12.0	+8.5	-101.0
2012/13	+66.1	+90.2	-4.3	-18.6	-18.9	-25.4	-5.4	-13.7	-14.8	-17.5	-18.9	+2.7	-137.5
2013/14	+62.8	+93.7	-8.8	-16.3	-17.6	-15.6	-29.1	-22.1	-19.8	-13.8	-18.3	+3.3	-161.4
2014/15	+68.6	+97.9	-4.2	-24.5	-11.6	-20.9	-20.8	-21.1	-13.7	-18.9	-14.5	+12.4	-150.2
2015/16	+104.7	+37.3	6.5	-20.9	-13.4	-21.1	-13.2	-20.1	-26.4	-10.8	-8.7	+13.0 **	-134.6

10 Year Average (2006/07 - 2015/16)

	48.9	79.0	-1.7	-15.0	-13.3	-14.4	-15.4	-13.6	-16.3	-14.0	-13.3	2.2	-121.9
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3 Year Average (2013/14 to 2015/16)

	78.7	76.3	-2.2	-20.6	-14.2	-19.2	-21.0	-21.1	-20.0	-14.5	-13.8	9.6	-148.7
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Figures are from the last day of the month.

*Total Seasonal Consumption = Total of consumption (-) figures for the season.

** Preliminary

